Canadian Heritage | Patrimoine canadien
Sport Canada

Sport Canada

Sport Participation in Canada

1998 Report

Canada

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Table of Contents

1.0 Highlights 1
2.0 Introduction 5
3.0 Objectives 6
3.1 Definition of Sport 7
3.2 Calculation of Rates 8
4.0 National Trends in Sport Participation, 1992 and 1998 9
4.1 Fewer Canadians Participating in Sport 9
4.2 How does Canada compare with other countries? 10
4.3 More Men than Women Participated in Sport – The gender gap widens 11
4.4 Sport Participation Decreases with Age 12
4.5 Provincial/Regional Trends 14
4.6 Sport Participation Increases with Education 17
4.7 Sport Participation Increases with Household Income 18
4.8 Mother Tongue 19
4.9 Labour Force Status 20
5.0 Sports We Enjoy 22
5.1 Golf ranks as the most popular sport in 1998 22
5.2 Men and Women prefer different sports 23
6.0 Sport Participation by Other Household Members 24
6.1 Just over half of children aged 5-14 participated in sport 24
6.2 Girls less active in sport than boys 25
6.3 Soccer Most Popular Sport Among 5 - 14 year olds 25
6.4 Family Income Key to Children's Involvement in Sport 26
6.5 Parent as Role Model 26
7.0 Belonging to Sport Clubs and/or Community Leagues on the Rise ... 29
7.1 Surge in Women Belonging to Sport Clubs 30
7.2 More 35-54 year-olds belonging to Sport Clubs 30
7.3 Club/League Membership Increases with Education and Income 30
7.4 Anglophones most likely to belong to sport clubs/community leagues 31
7.5 Belonging to Clubs or Local Leagues by Selected Sports 32

8.0 Competitions and/or Tournaments 34
8.1 Fewer Canadians Competing 34
8.2 More Men than Women Involved in Competitions/ Tournaments 34
8.3 Young Canadians Compete 34
8.4 Competitions and Tournaments for Selected Sports 35
9.0 Involvement in Amateur Sport as a Coach 38
9.1 More Canadians Coaching, Refereeing and Spectating 38
9.2 Coaching Amateur Sport Doubles 39
9.3 Increase in Women Coaching 39
9.4 Young Adults Coaching Amateur Sport 40
9.5 Coaching Increases with Higher Education and Income 40
10.0 Involvement in Amateur Sport as a Referee, Official or Umpire 42
11.0 Involvement in Amateur Sport as Administrator or Helper 44
12.0 More Canadians Watching Amateur Sporting Events 45
13.0 Benefits of Sport 48
13.1 'Health and Fitness' and 'Relaxation' Ranked as Top Benefits 48
13.2 Sport Benefits Differ across Age Categories 49
13.3 Sport Participation and Sense of Belonging 53
13.4 Sport Participation and Health Status 55
13.5 Sport Participation and Life Satisfaction 56
14.0 Increase in Non-Participation 57
14.1 Reasons for Non-participation 57
15.0 Possible Factors Influencing Sport Participation 60
15.1 Aging Population 60
15.2 Women living longer 60
15.3 Free Time at a premium 61
15.4 Economics 61
15.5 Competing leisure activities 61
15.6 Conclusion 62
16.0 Methodology 63
16.1 The General Social Survey 63
Appendix I. GSS Sports Code List, 1998 69
Appendix II. General Social Survey, Sport Supplement, 1998 71

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1.0 Highlights

National Sport Participation Rate 1998

Canadians exhibited a dramatic shift in their involvement in sport. Fewer Canadians reported participating in sport in 1998 than six years earlier. In 1998, one-third (34%) of the Canadian population (aged 15 and over) participated in sport on a regular basis, down almost 11 percentage points from the 45% reporting participation in 1992.

Male and Female Rates

Male participation rates continue to be higher than that of females. While the proportion of both adult males and females playing sports declined, males playing sports (43%) continue to outnumber females (26%).

Age

Sport participation levels decrease dramatically as we age. The younger the individual, the more likely he/she is to participate in sport. Unfortunately, this active lifestyle does not seem to continue beyond our 20's.

Provincial / Regional Variations

Regional and provincial differences in sport participation were observed, with rates increasing as we move from east to west. In 1998, residents of the Atlantic Provinces and Ontario reported the lowest levels of sport participation, while Quebec, Alberta and British Columbia reported the highest.

Education

The higher the level of education attained, the higher the sport participation rate. In 1998, nearly one-half (46%) of those holding a university degree regularly The higher the level of education attained, the higher the sport participation rate. participated in sport, compared with less than one-third (29%) of persons with some secondary schooling or less.

Income

The higher the household income, the higher the sport participation rate. In 1998, fifty percent (51%) of respondents in households earning incomes of $80,000 or more participated in sport compared to one-quarter of respondents in households earning less than $20,000.

Mother Tongue

In 1998, little difference was observed between the rate of Anglophones (37%) and Francophones (38%) engaged in sport. Interestingly, respondents speaking multiple languages reported the highest rate of participation (41%) and persons speaking a language other than French or English showed the lowest (26%).

Labour Force Status

Students (either with or without employment) showed the highest rate of involvement in sport at 64%, almost twice the national average. This observation is consistent with the trend that it is young people between the ages of 15-24 that tend to be most active in sport.

It seems that persons with the least amount of free time are the ones participating in sport. That is, while 40% of full-time workers engaged in sport on a regular basis, the rate drops to 33% for part-time workers[1] and to 23% of persons not in the labour force.

Most Popular Sports[2]

Golf, hockey, baseball and swimming were by far the sports most frequently reported by adult Canadians in 1998. Golf has replaced hockey as the number one sport activity reported. Over 1.8 million Canadians reported playing golf on a regular basis in 1998 (7.4% of the adult population) compared to 1.3 million (5.9%) in 1992. Hockey ranked second with 1.5 million adult Canadians (6.2%) playing hockey.

Swimming, golf, baseball and volleyball (in descending order) were the sports of choice for women 15 years and older, while men preferred hockey, golf, baseball or basketball.

Children and Sport

Just over half (54%) of Canadian children aged 5-14 were actively involved in sport. Girls (48%) tend to be less active in sport than boys (61%).

Family income is key to children's involvement in sport. Just under one-half (49%) of children from households with earnings under $40,000 were active in sport, compared with 73% of those from households earning over $80,000.

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1 Less than 30 hours per week.
2 Respondents may indicate participating in more than one sport.

Clubs / Community Leagues

Over half (55%) of 'active Canadians' [3] belonged to a local club, community league or other local amateur sport organization in 1998. This represents a substantial 20 percentage point increase in the proportion of active Canadians belonging to sport clubs over 1992 (34%).

Surge in women belonging to sport clubs. While nearly half (46%) of active males belonged to a sport club or community league in 1998, almost three-quarters (71%) of active females belonged.

Competitions and Tournaments

Of Active Canadians, just over one-third (36%) competed in competitions or tournaments in 1998, comparable to the proportion competing in 1992 (33%).

A gender gap exists when it comes to competing in sporting events. Of the 3 million Canadians competing, over two-thirds were men.

Young active Canadians between the ages of 15-18 competed in greater proportion than any other age group.

Coaching

The number of Canadians coaching amateur sport doubled from 839,000 Canadians in 1992 (4%) to 1.7 million in 1998 (7%). This increase took place across all age groups with the exception of older Canadians aged 55 plus.

Male coaches tend to outnumber female coaches, yet not to the extent that one might expect, 56% of coaches were men and 44% were women. The data reveal an increase in the number of women taking an interest in coaching over this 6-year span. While 203,000 women (2%) reported coaching in 1992, this figure more than tripled to 766,000 women (6%) by 1998.

When controlling for age, the data show that young adults aged 15-18 were involved in coaching amateur sport at a higher rate than any other age group. In 1998, sixteen percent of young adults aged 15-18 reported coaching – over twice the national rate.

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[3] Number of Canadians (15 years and over) having reported participating in sport on a regular basis over the past 12 months.

Refereeing

The number of adult Canadians involved in amateur sport as referees, officials or umpires increased from an estimated 550,000 in 1992 to almost 940,000 in 1998.

As expected, male referees, officials and umpires outnumbered females 5 to 1 in 1992. But by 1998, the gender gap decreased to a ratio of less than 2 males to 1 female.

Administrator/ Helper

In total, 1.7 million adult Canadians (7%) were involved in amateur sport as administrators or helpers in 1998, down from nearly 2 million (9%) in 1992.

Males and females were involved as administrators / helpers in equal proportion in 1998. Not so six years earlier, when almost two times as many men were sport administrators as were women.

Spectators

More Canadians watched amateur sporting events in 1998 than in 1992. The number of spectators increased from 5.1 million or 24% of adult Canadians in 1992 to 7.6 million or 32% in 1998 – an increase of 8 percentage points. The number of men and women watching amateur sport were about equal.

Benefits of Sport

Active Canadians ranked 'health and fitness' (71%) and 'relaxation' (69%) as the most important benefits of sport.

'A sense of achievement' was rated as a very important benefit by nearly 6 in 10 (57%) adult Canadians. Both 'family activity' (43%) and making 'new friends/acquaintances' (41%) ranked last in relative importance.

Being active in sport is related to positive perceptions of health. In 1998, 70% of Canadians active in sport indicated a health rating of very good to excellent compared to 54% of non-active Canadians.

Possible Factors Influencing Sport Participation

Various social and economic factors offer possible reasons for the decrease in sport participation by Canadians including an aging population, economic pressures, limited leisure time and the wide range of other leisure activities vying for our attention.

2.0 Introduction

When you think of sport, you think of our professional athletes excelling in their sport of choice, but you also think of the hockey practices your son attends every Saturday morning, the junior soccer team you coach, the curling club your spouse belongs to, the tennis tournament that you helped organize and that your teenage daughter competed in, as well as reading the sport section of your local newspaper and watching sports on television. Many Canadians participate in sport in one way or another, either directly as a participant or indirectly as a coach, official, volunteer or spectator. Sport touches every community across the country and everyone's life to some extent.

This report takes an in-depth look at Canadians who are either directly involved in sport as participants or indirectly involved through coaching, refereeing, officiating or being a spectator at amateur sporting events. Various socio-economic variables including age, sex, income and education will be reviewed as possible factors impacting on levels of sport participation. Were Canadians more or less active in sport in 1998 than in 1992? Who are these sport enthusiasts? What kinds of sports are we interested in playing – have our preferences changed over time? Does parental involvement in sport influence participation on the part of their kids? Why are other Canadians not involved in sport? What barriers to participation are reported, and are they different from reasons reported in 1992? Everyone agrees that sport offers many benefits, but what are they? Is there a link between participation in sport and increased life satisfaction or sense of belonging to ones community? These are the types of questions that this report will attempt to answer.

3.0 Objectives

Few studies have provided information on trends in sport participation in Canada. Limited information does exist on the patterns of physical activity as released by the *Canadian Fitness and Lifestyle Research Institute*[4] and on exercise frequency through the *National Population Health Survey*[5] produced by the Health Statistics Division at Statistics Canada. However, these studies take a broader view looking at various types of physical activities rather than focusing their research on sport. Little information is available on levels of sport participation by Canadians. Furthermore, comparisons between surveys can be misleading. Each study produces different estimates as a result of variations in the questions asked, the definitions used, scope and methodology. For example, the *National Population Health Survey* defines exercise to include vigorous physical activities such as calisthenics, jogging, racquet sports, team sports, dance classes or brisk walking for a period of at least 15 minutes. This definition includes a wider range of physical activities than the definition of sport used in the General Social Survey. For these reasons, this report focuses its analysis on the 1992 and 1998 sport supplements to the General Social Survey (GSS).

The two sport supplements to the General Social Survey provide a unique opportunity to describe and track patterns and changes in sport participation rates of Canadians over time. This rich data base allows researchers to identify key socio-demographic variables thought to have an influence on participation levels such as age, sex, level of education and household income, mother tongue and labour force status. Involvement in sport is not limited to active participation. Indirect involvement in amateur sport as a coach, referee or umpire, administrator or helper and as a spectator will also be explored. Additional questions asked of respondents included the benefits of sport, reasons for non-participation, and perceived level of life satisfaction, health status and sense of belonging to ones community. The purpose of this report is to produce timely and relevant research on the magnitude of, and changes in sport participation in Canada. It will further our understanding of the possible factors contributing to these changes, thus helping to meet the increased demand for relevant quantitative and qualitative data on sport.

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[4] See their web site at www.cflri.ca

[5] Data is available through the Statistics Canada web site www.statcan.ca under Canadian Statistics or through Catalogue No. 82F0075XCB.

The final section presents some social and economic factors that may help explain changes in sport participation rates. Possible reasons for these changes lie on a number of fronts including an aging population, the rising cost of sport equipment and registration fees, current economic pressures, limited leisure time and changing consumer tastes.

Admittedly, only two years of data are analyzed in this report – 1992 and 1998. It is difficult to draw conclusions based on only two years of data, and this report does not assume that any trends revealed will continue over the years. It would be interesting to see what patterns emerge over a much longer period of time. Nevertheless, this report provides a window on the lifestyles of Canadians in relation to sport in 1992 and 1998.

3.1 Definition of Sport

The General Social Survey determined ones involvement in sport by asking the question:

"Did you regularly participate in any sports during the past 12 months?"

'Regularly' meant that the respondent participated in a sport at least once a week during the season or during a certain period of time. For example, although bowling is not a seasonal sport, the respondent was to include bowling if it was played on a regular basis during a period of the year.

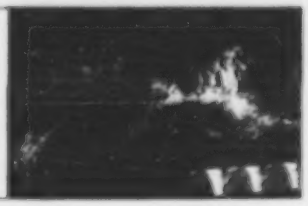
Guidelines for determining whether a physical activity fell within scope as a *'sport'* were determined by Sport Canada. Specifically, a sport is an activity that involves two or more participants engaging for the purpose of competition. Sport involves formal rules and procedures, requires tactics and strategies, specialized neuromuscular skills, a high degree of difficulty, risk and effort. Its competitive mode implies the development of trained coaching personnel and does not include activities in which the performance of a motorized vehicle is the primary determinant of the competitive outcome.

Based on these general guidelines, a list of sports was provided by Sport Canada. In addition, a number of physical and leisure activities were excluded such as aerobics, dancercize, aquafit, bicycling for recreation or transportation, body building, car racing, fishing, hiking, jogging, lawn bowling, motorcycling, skate boarding, snowmobiling and walking. Further details about the GSS survey design, the survey questions, the list of sports included and those excluded are all contained in Chapter 16 and the Appendices.

3.2 Calculation of Rates

Participation rates can be calculated in a number of different ways. The participation rates in most of the tables use the total Canadian population aged 15 years and older as the denominator (TP= total population). Participation rates were also calculated using the total number of males 15 years and older (MP= male population) and total females 15 years and older (FP= female population). This allows one to view the proportion of sport participants within the total population, as well as within the male and female populations.

A second set of percentages were calculated using the population that actively participates in sport as the base, thus giving us a rate of *'Active Canadians'* (Active TP, Active MP, Active FP). This allows for comparisons within the active population. Footnotes at the end of each table indicate which sub-population was used in the calculation of the rates.



4.0 National Trends in Sport Participation, 1992 and 1998

4.1 Fewer Canadians Participating in Sport

According to the latest information released by the General Social Survey, fewer Canadians (aged 15 and older) reported participating in sport in 1998 than six years earlier.

In 1998, one-third (34%) of the Canadian population (aged 15 and over) participated in sport on a regular basis, down almost 11 percentage points from the 45% reporting participation in 1992.

In 1998, 8.3 million Canadians or one-third (34%) of the adult population [6] participated in sport on a regular basis, down almost 11 percentage points from the 45% (9.6 million) reporting participation in 1992. This drop in the sport participation rate was widespread, cutting across all age groups, all provinces, both sexes, across education levels and income brackets.

In order to determine whether or not this decrease is statistically significant, a statistical test called the t-test was calculated. It was found that the drop in the sport participation rate from 1992 to 1998 is indeed statistically significant at the 95% confidence level. (see Appendix for details). Despite the recent emphasis on physical fitness, sport and health, Canadians exhibited a real decline in their rate of sport participation.

This downward trend is not to say that Canadians are not engaging in any physical activity. It is recognized that many Canadians engage in regular exercise through various physical fitness programs or classes, others enjoy jogging, gardening, power walking, etc. *The Canadian Fitness and Lifestyle Research Institute* recently reported that rates of physical activity have in fact been on the rise. Similarly, the *National Population Health Survey* reports that most us are active, with over 9 out of 10 Canadians either walking for exercise, swimming, exercising at home, jogging, playing hockey or engaging in some form of physical activity. Canadians are indeed physically active but whether or not they are active in *sport* is the real focus of this report. The current paper analyzes data specific to participation in sport rather than physical activity in general. It examines but one component within the sport continuum - that of sport participation, and excludes other forms of physical activity from high performance and professional sport at one extreme through to physical fitness at the other end.

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[6] *'Adult population'* refers to the population surveyed by the GSS – specifically those aged 15 years of age and older.

4.2 How does Canada compare with other countries?

Although Australian and American statistics on sport participation are not comparable to the Canadian data in terms of definitions and methodologies used, it is still interesting to note that both the Australian and American rates are relatively similar to ours.

Australia

Australian statistics must be viewed with caution. Several definitional changes took place over the years. Initially, their sport participation data was categorized as either competitive or social. In 1996-97 the survey became compulsory resulting in a 10-percentage point increase in participation. Then in 1997-98 the survey cycle saw a broadening of the definitional scope of sport participation to include participation in organized and non-organized sport plus physical activities, resulting once again in significantly higher participation rates.

In order to confidently compare data across the years, participation data on organized sport and physical activity needs to be isolated and analyzed separately. The latest Australian participation rate for organized sport and physical activity was 30%[7], comparable to the Canadian rate of 34%. Despite the methodological changes, the Australian participation rate has remained fairly steady since 1993 hovering between 28% and 30%.

USA

Few American studies have consistently measured trends in physical activity and sport. Those that do exist employ different methodologies, different target populations and sample sizes and date back to the mid-1980s and early 1990s. The data that does exist indicates that participation in sport and physical activity among adults has changed very little. Over 60% of American adults do not engage in sufficient levels of physical activity to provide health benefits, and more than 25% are not active at all. The latest United States Surgeon General's report on *Physical Activity and Health* [8] indicates that 22% of adult Americans engaged in regular sustained physical activity, well below the Canadian rate of 34%.

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[7] www.abs.gov.au/ausstats

[8] www.cdc.gov/nccdphp/

Rates of sport participation in Canada are at par, if not higher than those reported in the U.S. and Australia. Nevertheless, the reduced level of sport participation in Canada, coupled with recent changes in our demographics, suggest that this downward trend may continue as our population ages. The Canadian Fitness and Lifestyle Research Institute suggests that recent technological advancements have lead to increasingly sedentary lifestyles in Canada. As more of us continue to purchase computers and spend more of our leisure time surfing the Internet, fewer hours will be available for the pursuit of sport and physical activity. Surfing the net may be seen as a relatively inexpensive alternative leisure activity, compared with sport given the increasing cost of transportation, sport equipment, and registration fees. Physical inactivity is becoming a major public health issue that will likely impact on our already over-burdened health system.

4.3 More Men than Women Participated in Sport – The gender gap widens

Male participation rates continue to be higher than that of females; however, the proportion of both adult males and females playing sports

A substantial difference in sport participation rates continues to exist between the sexes. While the proportion of both males and females participating in sport declined from 1992 to 1998, the male participation rate continues to be higher than that of females. In 1998, 43% of adult [9] males reported playing sports on a regular basis compared with 26% of adult females.

The difference between male-female sport participation rates seems to be widening. In 1992 the data indicated a spread of 14 percentage points between the sexes, by 1998 the gap widened to 17 percentage points.

Another observation is the notable drop in the rate of females engaging in sport over this six-year period. In 1992 over one-third of adult females (38%) indicated being involved in sport. By 1998, this figure dropped 12 percentage points to just over one-quarter (26%) of adult females regularly participating in sport.

[9] 'Adult' refers to persons 15 years of age and older.

Table 1.

Profile of Adult Canadians Regularly Participating in Sport by Sex, 1992 and 1998

	1992		1998		net change
	000s	%	000s	%	
Male	5,454	52.3	5,140	43.1	-9.2
Female	4,141	38.1	3,169	25.7	-12.4
Total	9,594	45.1	8,309	34.2	-10.9

Participation rates were calculated using total Canadians 15 years and older within each gender category, thus providing gender-specific rates.

Source: General Social Survey, 1992 and 1998.

4.4 Sport Participation Decreases with Age

Youth most active in sport

Sport participation levels decrease dramatically as we age. The younger the individual, the more likely he/she is to participate in sport.

Recent trends reveal that levels of sport participation decrease rather dramatically as we age. The younger the individual, the more likely he/she is to participate in sport. Unfortunately, this active lifestyle does not seem to continue beyond our 20's. The youngest age group, 15-18 year olds reported the highest sport participation rate with seven out of ten (68%) involved in sport at least once a week in 1998 - twice the national rate (34%). This rate drops to 5 in 10 for persons aged 19-24, to 4 in 10 for the 25-34 age group, and to 2 in 10 for persons aged 55 and over.

Compared with the 1992 data, sport participation rates in 1998 dropped across all age groupings, but most notably for those between 25-34 and 35-54 years of age (decreases of 14 and 12 percentage points respectively). It is not surprising to see lower levels of sport involvement for people between the ages of 25 and 54. Adults in this age group are in the midst of the busiest point in their lives, occupied with university, career, family and child rearing, thus leaving little time for engaging in sport.

Table 2.

Age Profile of Canadians Regularly Participating in Sport, 1992 and 1998

	1992		1998		Net change
	000s	%	000s	%	
Total	9,594	45.1	8,309	34.2	-10.9
Age group					
15-18	1,185	76.8	1,121	68.2	-8.6
19-24	1,375	61.3	1,235	51.1	-10.2
25-34	2,483	52.8	1,781	38.6	-14.2
35-54	3,196	43.0	2,937	31.4	-11.6
55 and over	1,355	25.3	1,234	19.8	-5.5

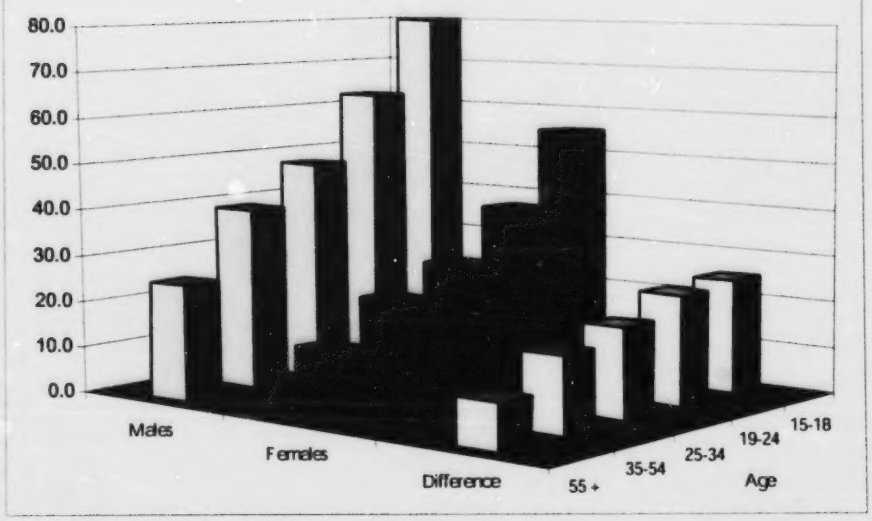
Participation rates were calculated using the total number of Canadians falling within each age category, thus providing age specific rates.

Source: General Social Survey, 1992 and 1998.

Chart 1 shows that while the gender gap in sport participation rates persists across all age groups, the gap decreases with age. The largest difference between rates of males and females participating in sport is observed in the two youngest age categories of 15-18 and 25-34 years of age – both showing a difference of 25 percentage points. This difference gradually decreases for the remaining age groups with older men and women (persons aged 55 and older) showing the smallest spread in participation rates.

Canada's population is aging. The baby boom has made a significant impact on the age distribution and structure of the general population. Current population projections point to the fact that the number of seniors living in Canada will increase notably over the next 20 years. This demographic change will likely have important consequences for the sport sector. As our society ages, with 'baby boomers' entering their fifties and sixties, the current level of sport participation will likely decrease even further.

Graph 1.
Sport Participation Rates by Age and Sex
1998



	15 - 18	19 - 24	25 - 34	35 - 54	55 +
Males	80.0	63.0	48.3	39.5	25.1
Females	55.2	39.3	28.8	23.2	15.3
Difference	24.8	23.7	19.5	16.3	9.8

Source: Statistics Canada, General Social Survey, 1998

4.5 Provincial/Regional Trends

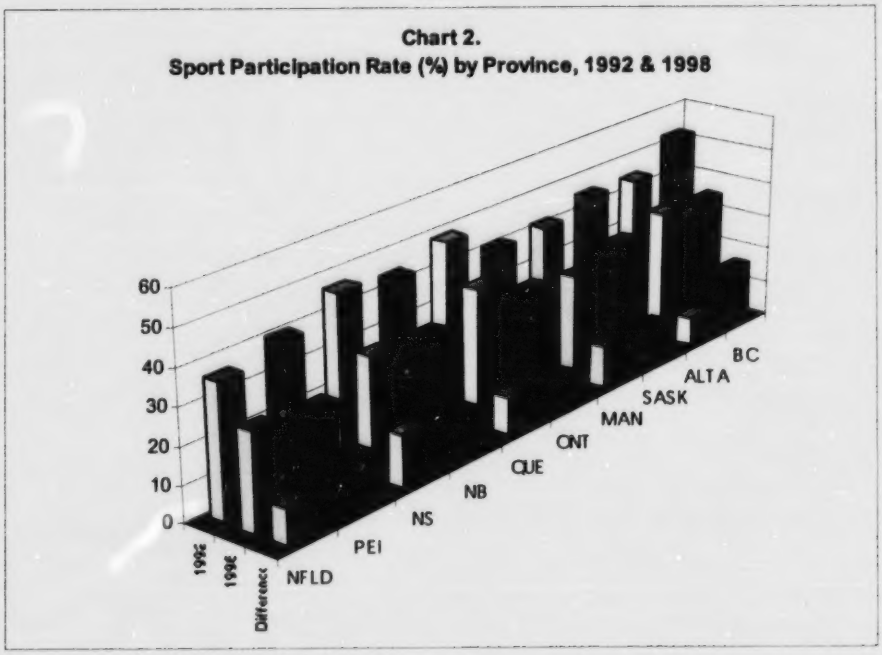
Quebec, Alberta and B.C. boast the highest sport participation rates

In 1998, residents of the Atlantic Provinces and Ontario reported the lowest levels of sport participation, while Quebec, Alberta and British Columbia reported the highest.

Regional and provincial disparities in levels of sport participation observed in 1992 persist in 1998. East–to-west differences in sport participation were observed, with rates of participation generally increasing as we move from east to west. Residents of the Atlantic Provinces and Ontario reported the lowest levels of sport participation, while Quebec, Alberta and British Columbia reported the highest.

In 1992, British Columbia reported the highest participation rate with over one half (53%) of its population regularly participating in sport, followed closely by Quebec (49%) and Nova Scotia (47%). Each of these provinces boasted participation rates above the national average. By 1998, the proportion of sport enthusiasts in British Columbia dropped 17 percentage points to 36%, placing it in third position after Quebec (38%) and Alberta (37%). Quebec now boasts the highest rate of sport participation with nearly four in ten persons in Quebec engaged in sport on a regular basis.

Chart 2.
Sport Participation Rate (%) by Province, 1992 & 1998



	NFLD	PEI	NS	NB	QUE	ONT	MAN	SASK	ALTA	BC
1992	36.4	40.3	46.8	44.1	48.7	40.9	41.5	45.3	44.9	52.7
1998	26.6	25.2	32.6	31.6	38.1	31.8	29.1	33.9	36.8	35.8
Difference	9.8	15.1	14.2	12.5	10.6	9.1	11.8	11.4	8.1	16.9

Source: Statistics Canada, General Social Survey, 1992 and 1998

Table 3.

Sport Participation, Canada and the Provinces, 1992 and 1998

	1992		1998		
	000s	% participating	000s	% participating	net change
CANADA	9,594	45.1	8,309	34.3	- 10.8
Newfoundland	160	36.4	119	26.6	- 9.8
Prince Edward Island	40	40.3	27	25.2	- 15.1
Nova Scotia	333	46.8	248	32.6	- 14.2
New Brunswick	251	44.1	194	31.6	- 12.5
Quebec	2,655	48.7	2,288	38.1	- 10.6
Ontario	3,234	40.9	2,921	31.8	- 9.1
Manitoba	349	41.5	265	29.7	- 11.9
Saskatchewan	335	45.3	267	33.9	- 11.4
Alberta	869	44.9	833	36.8	- 8.1
British Columbia	1,368	52.7	1,147	35.8	- 16.9

Participation rates were calculated using the total number of Canadians aged 15 and older within each province.

Source: Statistics Canada, General Social Survey, 1992 and 1998

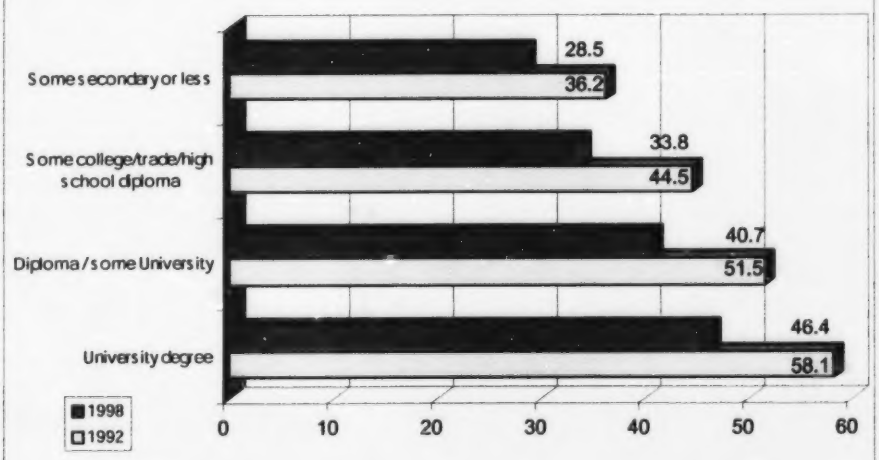
4.6 Sport Participation Increases with Education

The higher the level of education attained, the higher the sport participation rate.

Trend data indicate that the higher the level of education attained, the higher the sport participation level. In 1998, nearly one-half (46%) of those holding a university degree participated in sport compared with less than one-third (29%) of persons with some secondary schooling or less. A number of factors could help explain this relationship. It could be said, for instance, that the more educated a person is, the more aware he/she will be of the benefits of being active in sport. Alternatively, age may be an influencing factor since younger people tend to participate in sport at a higher rate, and in general, have attained higher levels of education than their older counterparts.

This education-participation trend observed holds for both men and women. Whether one is male or female, higher sport participation goes hand-in-hand with higher education.

Chart 3.
Sport Participation by Level of Education
1992 & 1998



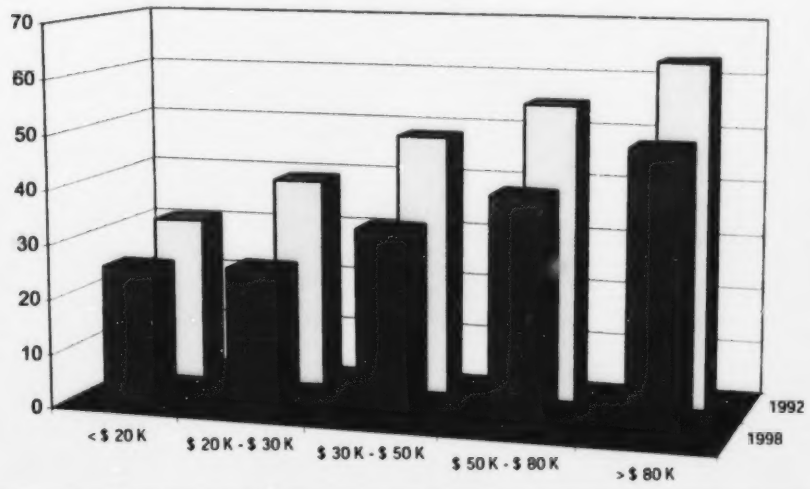
Source: Statistics Canada, General Social Survey, 1992 and 1998

4.7 Sport Participation Increases with Household Income

The higher the household income, the higher the sport participation rate.

A similar trend holds true for household income and sport involvement. The higher the household income, the higher the sport participation level. In 1998, fifty percent (51%) of respondents in households earning incomes of $80,000 or more participated in sport compared to one-quarter (25%) of respondents in households earning less than $20,000. Admittedly, financial resources are required to buy the necessary equipment to engage in many types of sport. On the other hand, sports such as soccer, swimming and basketball can all be enjoyed with minimal, if any, cash flow. Thus economics cannot be the only factor at play. Persons from higher income households also tend to have higher levels of education, thus education may also be playing a role.

Chart 4.
Sport Participation by Household Income
1992 & 1998



	< $ 20 K	$ 20K - $ 30K	$ 30K - $ 50K	$ 50K - $ 80K	> $ 80 K
1998	25.2	26.2	34.4	41.5	50.6
1992	30.5	39.2	48.2	54.8	63.2

Source: Statistics Canada, General Social Survey, 1992 and 1998

4.8 Mother Tongue

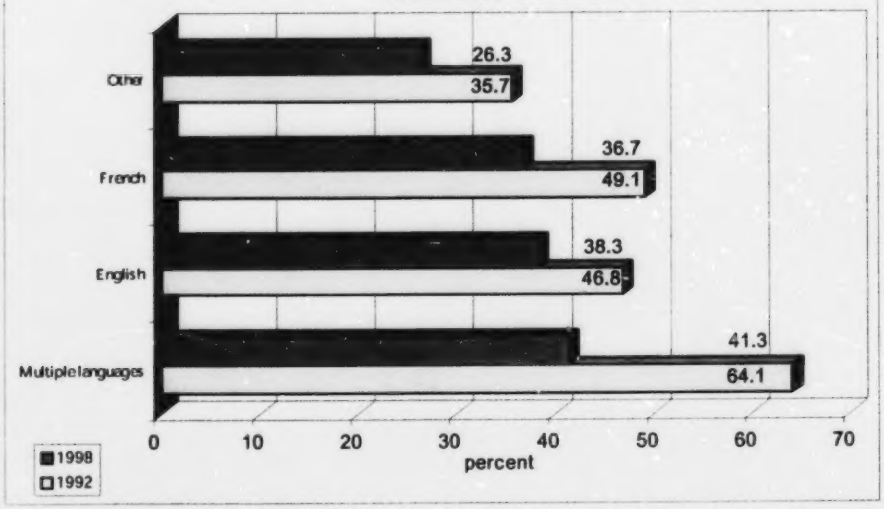
Persons Speaking Multiple Languages Most Active in Sport

In 1998, the rate of Anglophones and Francophones engaged in sport was similar. Respondents speaking multiple languages reported the highest rate of participation (41%)

The impact of mother tongue (i.e. first childhood language) on sport participation rates reveals some interesting patterns. In 1992 and again in 1998, little difference was observed between rates of Anglophones (37%) and Francophones (38%) engaged in sport. Interestingly, respondents speaking multiple languages reported the highest rate of participation (41%). Persons speaking a language other than French or English showed the lowest rate (26%) - ten percentage points lower than either the Anglophones or Francophones rates.

Comparing the 1992 rates with those of 1998, a drop of approximately 10 percentage points was observed for each linguistic category, with one exception. The rate for persons speaking multiple languages decreased by 23 percentage points over this 6-year period, from 6 out of 10 participating in sport in 1992, to 4 in 10 by 1998. It is difficult to say why this dramatic decrease occurred.

Chart 5.
Sport Participation by Mother Tongue
1992 & 1998



Source: Statistics Canada, General Social Survey, 1992 and 1998

4.9 Labour Force Status

Students most active in sport

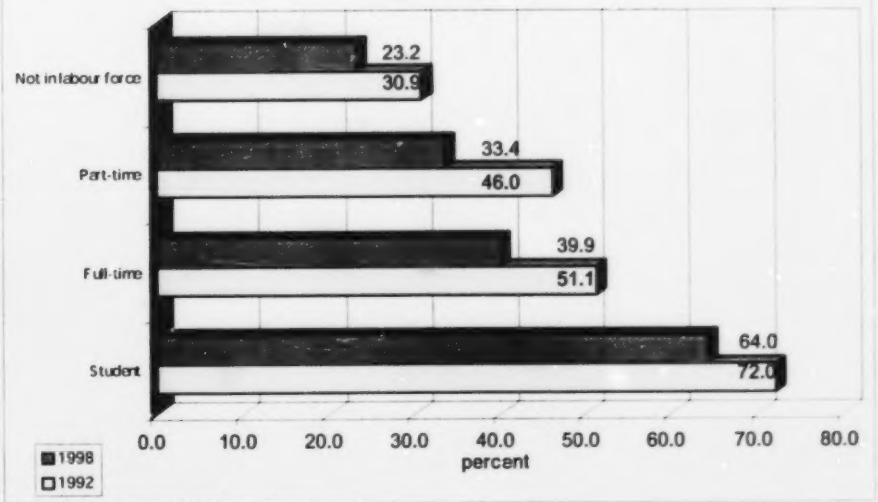
Students showed the highest rate of involvement in sport at 64%, almost twice the national average.

The General Social survey revealed differences in sport participation rates amongst the various types of employment activity. Students (either with or without employment) showed the highest rate of involvement in sport at 64%, almost twice the national average. This observation is understandable given the trend that it is young people between the ages of 15 - 24 that tend to be most active in sport and most likely to still be attending school.

Persons with the least amount of free time are the ones participating in sport.

As for the remaining employment categories, it seems that persons with the least amount of free time are the ones engaging in sport. That is, while 40% of full-time workers reported participating in sport, the rate drops to 33% for part-time workers [10], and to 23% for those not in the labour force.

Chart 6.
Sport Participation by Labour Force Status
1992 & 1998



Source: Statistics Canada, General Social Survey, 1992 and 1998

[10] Working less than 30 hours per week.

Table 4.

Profile of Canadians (aged 15 + years) who regularly participate in Sport, 1998

	Total		Male		Female	
	000s	%	000s	%	000s	%
Total participating	**8,309**	**34.2**	**5,140**	**43.1**	**3,169**	**25.7**
Age group						
15-18	1,121	68.2	688	80.0	433	55.2
19-24	1,235	51.1	760	63.0	475	39.3
25-34	1,781	38.6	1,121	48.3	660	28.8
35-54	2,937	31.4	1,852	39.5	1,085	23.2
55 and over	1,234	19.8	719	25.1	516	15.3
Level of education						
Some secondary or less	1,794	28.5	1,115	36.0	679	21.3
Some college/trade/high school	2,049	33.8	1,262	44.3	787	24.5
Diploma/some University	2,522	40.7	1,529	51.7	993	30.6
University degree	1,900	46.4	1,210	53.0	690	38.1
Family income						
Less than $20,000	581	25.2	278	29.9	303	22.0
$20,000 to $29,999	479	26.2	274	32.9	205	20.6
$30,000 to $49,999	1,465	34.4	849	41.9	616	27.5
$50,000 to $79,999	1,833	41.5	1,260	52.2	572	28.5
$80,000 or more	1,602	50.6	1,136	57.3	466	39.3
Province of residence						
Newfoundland	119	26.6	78	35.3	40	17.7
Prince Edward Island	27	25.2	17	32.7	9	16.4
Nova Scotia	248	32.6	162	43.7	87	22.3
New Brunswick	194	31.6	115	38.2	78	25.0
Quebec	2,288	38.1	1,329	45.2	959	31.3
Ontario	2,921	31.8	1,861	41.3	1,060	22.7
Manitoba	265	29.7	163	37.0	102	22.5
Saskatchewan	267	33.9	177	45.5	90	22.6
Alberta	833	36.8	532	47.0	301	26.7
British Columbia	1,147	35.8	705	44.6	442	27.3
Labour force participation						
Full time	4,544	39.9	3,249	47.0	1,295	28.9
Part time	539	33.4	174	47.7	364	29.1
Student with/without employment	1,515	64.0	917	76.3	598	51.3
Not in labour force	1,562	23.2	732	29.9	830	19.3
Mother tongue						
English only	4,347	38.3	2,766	48.8	1,580	27.8
French only	1,586	36.7	908	45.0	678	29.4
Other only	620	26.3	410	33.9	210	18.2
Multiple languages	1,719	41.3	1,029	49.9	689	32.9

The participation rate is calculated using the total Canadian population 15 years and older for each designated category.

Source: Statistics Canada, General Social Survey, 1998

5.0 Sports We Enjoy

5.1 Golf ranks as the most popular sport in 1998

Golf has replaced hockey as the number one sport activity reported. Golf, hockey, baseball and swimming were the sports most frequently reported by adult Canadians in 1998.

According to the GSS, golf has replaced hockey as the number one sport activity reported [11] in 1998. Over 1.8 million Canadians (or 7.4% of the adult population) reported playing golf on a regular basis compared to 1.3 million (5.9%) in 1992. This interest in golf lies mainly with adult males who made up three-quarters (74%) of all golfers. The number of adult males reporting playing golf increased from 912,000 in 1992 to 1.3 million six years later. As for female golfers, the numbers are substantially lower, yet still impressive with almost 500,000 women reporting playing golf in 1998. Almost 60% of golfers reported playing once or twice a week, and another 20% reported playing 3 or more times a week during the golfing season.

Hockey ranked second among the most popular sports in 1998. One and a half million adult Canadians (6.2% of the population) reported playing hockey, showing little change from the 1.4 million (6.4%) reporting in 1992. As expected, males made up 96% of those playing hockey. Baseball (5.5%) and swimming (4.6%) ranked in third and fourth place.

Snowboarding and in-line skating were two of the newest sports added to the 1998 survey. Approximately 81,000 Canadians reported snowboarding in that year and 70,000 reported in-line skating, together these two sports represent less than 1% of the adult population.

Golf, hockey, baseball and swimming (in descending order) were by far the sports most frequently reported by adult Canadians in 1998. In comparison, the sports of choice back in 1992 were hockey, downhill skiing, swimming and golf. The increasing cost of ski equipment, lift passes and transportation may help explain the decrease in popularity of this sport.

Canadians tend to adopt the type of sport activity that integrates well into their daily lives. Sports that are relatively unstructured, that can be done either inside or outside facilities, and that fit most schedules are the sports most likely to be pursued on a regular basis.

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[11] Respondents may indicate participating in more than one sport.

5.2 Men and Women prefer different sports

Swimming, golf, baseball and volleyball were the sports of choice for women 15 years and older, while men preferred hockey, golf, baseball or basketball.

Swimming, golf, baseball and volleyball are the sports of choice for women 15 years and older, while men prefer hockey, golf, baseball or basketball.

Interesting regional patterns were observed when it comes to sport preferences. Hockey ranked as the top sport among residents in the Atlantic Provinces, while golf was by far the sport of choice in both the Prairies and in British Columbia. Ontarians were equally active in three sports: golf, hockey and baseball, while residents of Quebec preferred swimming followed by golf and hockey.

Table 5.

Most Played Sports* by Canadians (aged 15 and older), 1998

	Total	Male	Female	Overall Participation Rate (1)	Active Participation Rate (2)	Active Male Rate	Active Female Rate
Population (aged 15 and older)	000s	000s	000s	24,260 %	8,309 %	5,140 %	3,169 %
Golf	1,802	1,325	476	7.4	21.7	25.8	15.0
Hockey (ice)	1,499	1,435	65	6.2	18.0	27.9	2.1
Baseball	1,339	953	386	5.5	16.1	18.5	12.2
Swimming	1,120	432	688	4.6	13.5	8.4	21.7
Basketball	787	550	237	3.2	9.5	10.7	7.5
Volleyball	744	394	350	3.1	9.0	7.7	11.0
Soccer	739	550	189	3.0	8.9	10.7	6.0
Tennis	658	434	224	2.7	7.9	8.4	7.1
Skiing (downhill)	657	342	315	2.7	7.9	6.7	9.9
Cycling	608	358	250	2.5	7.3	7.0	7.9
Skiing (cross-country)	512	208	304	2.1	6.2	4.0	9.6
Weightlifting	435	294	140	1.8	5.2	5.7	4.4
Badminton	403	199	204	1.7	4.9	3.9	6.4
Football	387	347	40	1.6	4.7	6.8	1.3
Curling	312	179	133	1.3	3.8	3.5	4.2
Bowling (10 pin)	282	132	150	1.2	3.4	2.6	4.7
Bowling (5 pin)	200	79	122	0.8	2.4	1.5	3.8
Softball	210	118	92	0.9	2.5	2.3	2.9
Squash	163	x	x	0.7	2.0	x	x
Karate	129	81	48	0.5	1.6	1.6	1.5
Figure skating	121	46	75	0.5	1.5	0.9	2.4
Rugby	104	x	x	0.4	1.3	x	x
Ball hockey	91	x	x	0.4	1.1	x	x
Snowboarding	81	x	x	0.3	1.0	x	x
Water skiing	79	x	x	0.3	1.0	x	x
In-line skating	70	x	x	0.3	0.8	x	x
Racketball	58	x	x	0.2	0.7	x	x
other	323	219	104	1.3	3.9	4.3	3.3

* Respondents may report participating in more than one sport.

(1) The percentage is calculated using the total Canadian population aged 15 and older.

(2) The percentage is calculated over the population participating in at least one sport – the 'Active population'.

Source: Statistics Canada, General Social Survey, 1998

6.0 Sport Participation by Other Household Members

Sport involvement on the part of one person in the household seems to encourage others in the household to follow suit. When asked if anyone else in the household participated in sport, 8.3 million adult Canadians or 34% answered yes. Sixty percent reported that one other household member was involved in sport, 30% reported two others, and only 10 % reported that three or more other household members were involved in sport.

Studies have shown that children and adolescents with physically active parents tend to be more active than children with inactive parents. Early exposure to regular physical activity and sport is an essential early childhood learning experience. It is believed that active participation in sport plays a role in the optimal growth and development of children. It aids in building co-ordination, a positive self-image, helps build concentration thus improves learning, and helps children to co-operate and share with others.

6.1 Just over half of children aged 5-14 participated in sport [12]

Just over half (54%) of Canadian children aged 5-14 were actively involved in sport.

Despite the significant advantages of regularly participating in sport, the latest GSS data show that just over half (54%) of the estimated 4.1 million Canadian children aged 5 -14 were active in sport[13]. Why are more of our children not actively involved? Perhaps the attraction of information technology is to blame as video games, computers and the Internet move into our homes at an exceedingly rapid pace, attracting large numbers of our young people. Also playing a role is the lack of free time on the part of kids, who are busy with school work and extracurricular activities, and on the part of their parents who have less time to chauffeur them to and from practices and games.

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[12] This section on children's (aged 5 to 14) involvement in sport derives much of its information from an upcoming article entitled *A Family Affair: Children's Participation in Sports*, by F. Kremarik in Canadian Social Trends, Autumn 2000, Statistics Canada, Cat. No.11-008.

[13] The number of children participating in sport may be an undercount since information on kids was collected from respondents (aged 15+) speaking on behalf of up to 4 other household members. Thus, participation of kids in large families may not have been entirely reported.

6.2 Girls less active in sport than boys

Girls tend to be less active in sport than boys.

Girls tend to be less active in sport than boys. In the past, our society fostered the belief that participation in sport was not as important for girls as it was for boys. Girls were perceived as not having the co-ordination, confidence, strength, speed, nor interest in competing in sports. Thus girls were not encouraged to participate. The 1998 GSS figures reveal that perhaps some of these perceptions persist today. While 61% of boys between the age of 5-14 are active in sport, the corresponding figure for girls was 48%.

6.3 Soccer Most Popular Sport Among 5 - 14 year olds

Soccer, swimming, hockey and baseball were the most popular sports among active 5 to 14 year olds. Soccer was reported as the game of choice for an estimated 3 in 10 (31%) active children, tied for second place were swimming and hockey at 24% each, followed by baseball (22%).

Differences exist between boys and girls and the sports they choose to play. Hockey topped the list for active boys, while girls preferred swimming. Interestingly, after this initial preference, both boys and girls chose identical sports listing soccer in second place, followed by baseball and then basketball.

Table 6.

Most Practised Sports* by Children (aged 5 to 14), 1998

	Active Kid Participation Rate %	Active Boy Rate (1) %	Active Girl Rate (2) %
Soccer	31.4	34.4	27.7
Swimming	23.6	18.8	29.9
Hockey (ice)	23.6	37.4	5.7
Baseball	21.9	25.7	16.9
Basketball	13.1	12.4	14.1
Skiing (downhill)	7.2	6.3	8.3
Figure Skating	5.8	x	x
Karate	5.5	6.5	4.1
Volleyball	5.2	3.1	8.1

* Respondents may report participation in more than one sport per child.

(1) The percentage is calculated over the population participating in at least one sport - the 'Active population.'

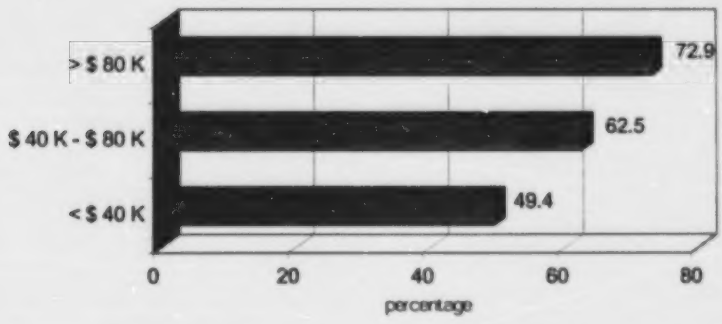
Source: General Social Survey, 1998

6.4 Family Income Key to Children's Involvement in Sport

Family income is key to children's involvement in sport. Children from households with earnings under $40,000 were less active in sport, compared to those from households earning over $80,000.

A recent Canadian study suggests that income is a barrier to sport participation for children from households in lower income groups.[14] Data from the 1998 General Social Survey also seem to support this theory. Almost three-quarters (73%) of children from households with earnings of $80,000 or more were active in sport, compared with 49% of those from households earning less than $40,000. Specifically, children from homes with incomes under $40,000 were more likely to be involved in relatively inexpensive sports such as baseball, while kids from higher income households were more likely to be downhill skiers and swimmers.

Chart 7.
Child (aged 5 - 14) Sport Participation by Household Income
1998



Source: *A Family Affair: Children's participation in sports.* Canadian Social Trends, Autumn, 2000.

6.5 Parent as Role Model

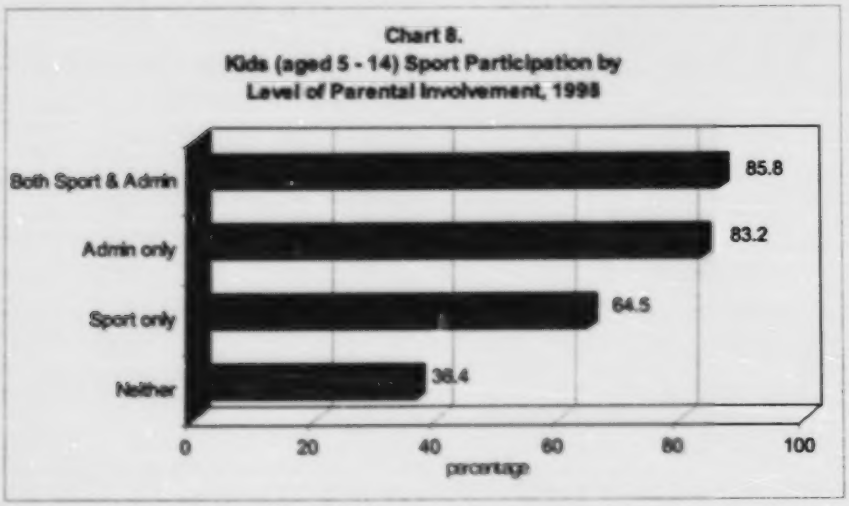
While parental involvement in sport tends to encourage their children to also partake, it does not seem to matter which parent is involved– mother or father. In two-parent households where the father was actively involved in sport, either as an active participant or in an administrative capacity, 66% of children participated in organized sport. In households where the mother was the active parent, the rate was just over 64%.

[14] Offord, D., E. Lipman and E. Duku. 1998. *Sports, the Arts and Community Programs: Rates and Correlates of Participation.* Ottawa: Human Resources Development Canada.

The rate of children's sport participation did differ, however, depending upon the degree to which a parent was involved in amateur sport. Almost two-thirds of active kids (1.5 million) had at least one parent actively involved in organized sport in one way or another. Most often, parents actively participated themselves, others helped in an administrative capacity or both. That is, two-thirds (65%) of children with at least one active parent were themselves involved in sport. When at least one parent helped in an administrative capacity, the child participation rate jumped to 83%. And where parents were both active themselves and helped with the administration, the child participation rate increased to 86%. By contract, where neither parent was involved in amateur sport, the proportion of children active in sport was 36%.

It is interesting to note that no great differences were found between child participation rates and whether parents played sports themselves and helped with the administration (86%), or whether parents solely helped with the administration (83%). Perhaps this can be explained by the tendency of many parents to volunteer their time as coach, referee or administrator in the very sports in which their children are involved.

Chart 8.
Kids (aged 5 - 14) Sport Participation by Level of Parental Involvement, 1998



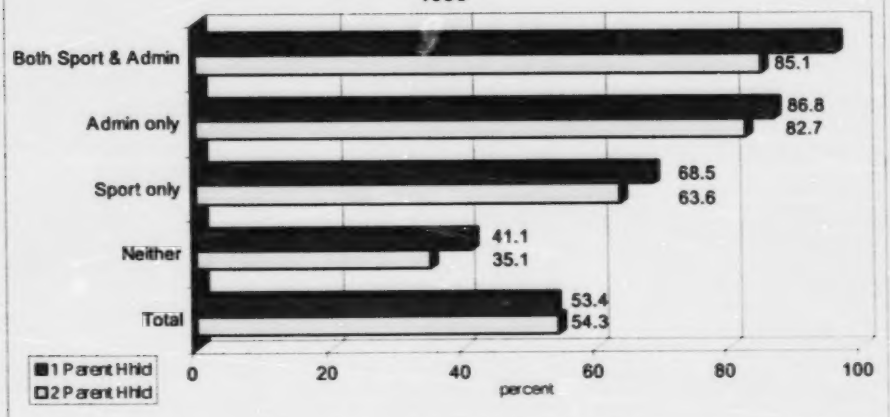
Source: *A Family Affair: Children's participation in sports.* Canadian Social Trends, Autumn, 2000. Catalogue No. 11-008.

One might expect that family structure may have an impact on children's participation in sport given that it is probably easier for a 2-parent household to share the responsibilities of transportation and cost compared to a single parent household. In fact, participation rates for children from 2-parent versus single-parent families were not very different (54% and 53% respectively).

Investigating a little deeper, we find that differences are observed when we look at levels of parental involvement for single versus 2-parent families. Children from single-parent households showed consistently higher sport participation rates when a parent was also involved in sport in one capacity or another. Nearly 100% of kids from single-parent families played sports when a parent was either active themselves or helped with administration versus 85% of kids from 2-parent households.

The importance of cultivating the next generation of sport participants, athletes, and coaches is integral to the survival of amateur sport. Sport offers children of all ages the opportunity to participate in co-operative, active, enjoyable activities, and in so doing they gain positive life experiences which can only benefit our young people.

Chart 9.
Kid Participation Rates by
Parental Involvement for 1 & 2 Parent Households
1998



Source: *A Family Affair: Children's participation in sports.* Canadian Social Trends, Autumn, 2000. Catalogue No. 11-008.

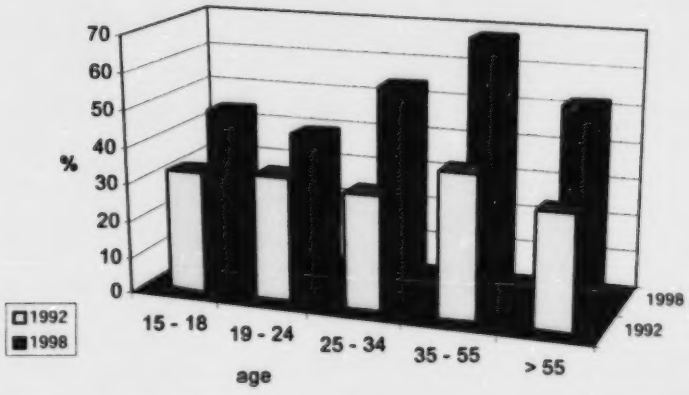
7.0 Belonging to Sport Clubs and/or Community Leagues on the Rise

In 1998, 19% of all Canadians (aged 15 and older) reported belonging to a club, a local community league or other local or regional amateur sport organization (20% males, 18% females), up 4 percentage points from the 15% belonging to sport clubs or leagues in 1992 (20% males, 12% females).

Over half (55%) of active Canadians belonged to a local club, community league or other local amateur sport organization in 1998.

When looking only at 'Active' Canadians, that is, those reporting regular participation in sport, we find that over half (55%) belonged to a local club or community league in 1998. This represents a substantial (20 percentage point) increase in the proportion of active Canadians belonging to sport clubs over 1992 (34%).

Chart 10.
Percent Active Population Belonging to Sport Club by Age, 1992 & 1998



	15 - 18	19 - 24	25 - 34	35 - 54	> 55
1998	44.1	29.2	54.1	68.5	52.4
1992	32.7	33.6	31	38.8	31

Source: Statistics Canada, General Social Survey, 1992 and 1998

7.1 Surge in Women Belonging to Sport Clubs

There is a surge in women belonging to sport clubs. In 1998 almost three-quarters (71%) of active females belonged.

The real difference lies in the proportion of women belonging to sport clubs/leagues. While nearly half (46%) of active males belonged to a sport club or community league in 1998, almost three-quarters (71%) of active females belonged. Furthermore, the data indicate that 8 out of 10 active women between 25-34, and nearly all active women aged 35-54 (93%) belonged to sport clubs in 1998.

Why this surge in women belonging to sport clubs and community leagues? Perhaps women, more so than men, are seeking partners to play sports with, thus joining a sport club or league is a source of many worthy opponents. Joining a community league or sport club also provides the guidance, expertise and incentives required to learn new sports or to improve ones game.

7.2 More 35-54 year-olds belonging to Sport Clubs

Another notable trend in sport club/community league membership is the concentration of particular age groups. Active Canadians between 35-54 years of age represented nearly 40% of the total belonging to local clubs or leagues in 1992. By 1998, the rate of belonging to leagues increased for all ages, but especially for this age group. The largest surge occurred in the 35-54 age category increasing 30 percentage points (from approximately 40% to 70%) from 1992 to 1998. Other age groups also showed increases in rates of belonging to clubs/leagues although at lower rates. Both 25-34 year olds and persons aged 55 and older reported increases in the proportion belonging to sport clubs (increases of 23 and 21 percentage points respectively).

7.3 Club/League Membership Increases with Education and Income

The likelihood of belonging to a sport club /community league increases as the level of education rises. This pattern held true in both 1992 and again in 1998. In 1992, the proportion of active Canadians belonging to sport clubs ranged from a low of 29% for those with some secondary schooling or less, to a high of 42% of persons holding a university degree. By 1998, the proportion of active persons from each education category belonging to sport clubs increased by an average of 20 percentage points. The greatest increase in belonging to leagues occurred among persons with some college/ some trade school or with high school diplomas, this category increased 26 percentage points between 1992 and 1998.

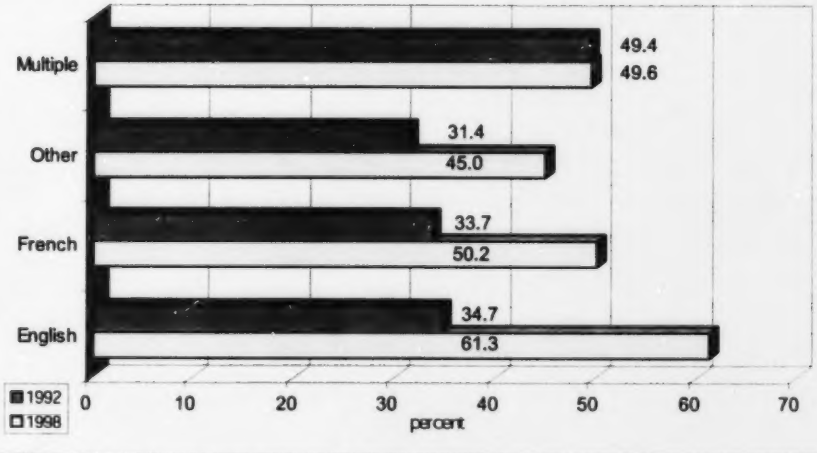
A similar pattern emerges when looking at club membership and household income – with the rate of belonging to clubs/leagues increasing with increases in household income.

7.4 Anglophones most likely to belong to sport clubs/community leagues

In 1992, little difference was reported between the proportion of active Anglophones (35%), Francophones (34%) and Allophones (other than English or French) (31%) and their likelihood of belonging to sport clubs or community leagues. Canadians speaking multiple languages were the ones reporting the highest rate of belonging to sport clubs/ community leagues at almost 50 percent.

By 1998, we see a different picture altogether. The proportion of English-speaking active Canadians belonging to clubs/leagues soared from over one-third (35%) in 1992 to almost two-thirds (61%) in 1998 – ranking as the linguistic group with the highest proportion of club membership. Active Francophones and active persons speaking multiple languages followed with 50 percent reporting belonging to clubs/community leagues. Active Allophones (persons speaking neither French nor English) reported the lowest rate of belonging to clubs/community leagues, yet still quite high at 45%.

Chart 11.
Percent Active Canadians Belonging to Sport Clubs by Mother Tongue
1992 & 1998



Source: Statistics Canada, General Social Survey, 1992 and 1998

7.5 Belonging to Clubs or Local Leagues by Selected Sports

Table 7 shows the rate of Canadians belonging to sport clubs or community leagues for selected sports by sex. The first set of rates indicate the proportion of all adult Canadians who belong to clubs by specific sport during the previous 12 months. The second set of rates show the proportion of active men and women who belong to clubs or leagues for selected sports. Of Canadians who curl, over one-half (54%) belonged to a sport club or league. Similarly, one-half of adults who bowl belonged to a club or league, and hockey ranked third at 43%. The sport showing the lowest rate of belonging to sport clubs / local leagues by its participants was basketball at 24%.

Table 7.

Canadians (15 years and older) Belonging to Sport Clubs / Community Leagues by Sport* by Sex, 1998

	Number Belonging to Clubs			Rate of Belonging to Clubs			Active Club Participation Rate		
	Total	Male	Female	Total	Male	Female	Active Total	Active Males	Active Female
	000s	000s	000s	%	%	%	%	%	%
Population 15 years and older	24,260	11,937	12,323						
Total	4,599	2,338	2,261	19.0	19.6	18.3	55.3	45.5	71.3
Hockey (ice)	641	x	x	2.6	5.1	0.3	42.8	42.4	49.2
Golf	734	511	223	3.0	4.3	1.8	40.7	38.6	46.8
Baseball	542	373	169	2.2	3.1	1.4	40.5	39.1	43.8
Volleyball	262	133	129	1.1	1.1	1.0	35.2	33.8	36.9
Soccer	294	215	80	1.2	1.8	0.6	39.8	39.1	42.3
Basketball	188	136	52	0.8	1.1	0.4	23.9	24.7	21.9
Tennis	266	174	92	1.1	1.5	0.7	40.4	40.1	41.1
Football	128	x	x	0.5	1.0	0.1	33.1	34.0	25.0
Swimming	362	139	224	1.5	1.2	1.8	32.3	32.2	32.6
Curling	167	83	84	0.7	0.7	0.7	53.5	46.4	63.2
Skiing, downhill/alpine	257	125	132	1.1	1.0	1.1	39.1	36.5	41.9
Cycling	207	129	78	0.9	1.1	0.6	34.0	36.0	31.2
Badminton	167	90	77	0.7	0.8	0.6	41.4	45.2	37.7
Weightlifting	181	137	44	0.7	1.1	0.4	41.6	46.6	31.4
Bowling, 10 pin	139	63	77	0.6	0.5	0.6	49.3	47.7	51.3
Softball	87	40	47	0.4	0.3	0.4	41.4	33.9	51.1
Skiing, cross-country	192	89	103	0.8	0.7	0.8	37.5	42.8	33.9

* Persons may report participating in more than one sport.

Estimates under 35,000 are not reliable and have been suppressed.

Estimates are rounded to the nearest thousand. Totals may not add due to rounding.

Source: Statistics Canada, General Social Survey, 1998

Table 8.

Profile of Canadians (15 years and older) who Belong to Sport Clubs*, 1998

	Total			Male			Female		
	000s	TP %	Active TP %	000s	MP %	Active MP %	000s	FP %	Active FP %
Total	4,599	19.0	55.4	2,338	19.6	45.5	2,261	18.4	71.4
Age group									
15-18	494	30.1	44.1	288	33.5	41.9	206	26.3	47.6
19-24	484	20.0	39.2	249	20.6	32.7	235	19.5	49.5
25-34	963	20.9	54.1	445	19.2	39.7	518	22.6	78.5
35-54	2,012	21.5	68.5	1,004	21.4	54.2	1,008	21.6	92.9
55+	647	10.4	52.4	352	12.3	49.0	294	8.7	57.0
Level of education									
Some secondary or less	844	13.4	47.1	473	15.3	42.4	371	11.6	54.7
Some college/trade/high school	1,199	19.8	58.5	570	20.0	45.2	628	19.6	79.9
Diploma/some University	1,438	23.2	57.0	664	22.5	43.4	774	23.9	77.9
University degree	1,105	27.0	58.1	623	27.3	51.5	481	26.5	69.7
Family income									
Less than $20,000	218	9.4	37.5	65	7.0	23.5	152	11.1	50.3
$20,000 to $29,999	201	11.0	41.9	98	11.8	35.9	102	10.3	49.8
$30,000 to $49,999	841	19.7	57.4	392	19.3	46.1	449	20.1	72.9
$50,000 to $79,999	1,168	26.4	63.7	592	24.5	47.0	576	28.7	100.6
$80,000 or more	1,010	31.9	63.0	610	30.8	53.7	400	33.7	85.8
Province of residence									
Newfoundland	84	18.8	70.6	41	18.7	53.1	43	18.8	106.5
Prince Edward Island	29	27.0	106.9	15	29.3	89.7	14	24.7	151.2
Nova Scotia	201	26.4	81.1	109	29.4	67.4	92	23.5	105.6
New Brunswick	137	22.4	70.7	64	21.4	55.9	73	23.4	93.5
Quebec	1,088	18.1	47.6	521	17.7	39.2	568	18.5	59.2
Ontario	1,718	18.7	58.8	896	19.9	48.1	822	17.6	77.5
Manitoba	142	15.9	53.7	65	14.8	40.1	77	17.0	75.6
Saskatchewan	139	17.6	52.0	74	19.0	41.7	65	16.3	72.1
Alberta	511	22.6	61.3	276	24.4	51.9	235	20.8	78.1
British Columbia	550	17.2	48.0	276	17.5	39.2	274	16.9	62.0
Labour force participation									
Full time	2,631	23.1	57.9	1,573	22.8	48.4	1,057	23.6	81.7
Part time	387	24.0	71.9	88	24.1	50.5	300	24.0	82.3
Student with/without	626	26.4	41.3	333	27.7	36.3	293	25.1	48.9
Not in labour force	864	12.8	55.3	303	12.3	41.3	561	13.1	67.6
Mother tongue									
English only	2,663	23.4	61.3	1,352	23.8	48.9	1,311	23.0	83.0
French only	796	18.4	50.2	363	18.0	39.9	434	18.8	64.0
Other only	279	11.8	45.0	165	13.6	40.2	114	9.9	54.5
Multiple languages	852	20.5	49.6	449	21.8	43.7	403	19.2	58.5

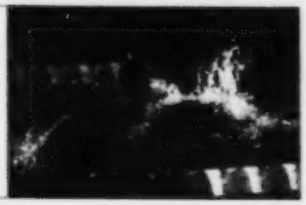
* Sport club includes sport clubs, local community leagues or other local/regional amateur sport organizations.

The participation rate is calculated using total Canadian population 15 years + for each designated category.

Note: Some percentages are greater than 100%. This may indicate that respondents still belong to a sport club/ community league but are no longer active.

TP% = percentage of total pop. MP% = percentage of male pop. FP% = percentage of female pop.

Source: General Social Survey, 1998



8.0 Competitions and/or Tournaments

8.1 Fewer Canadians Competing

Of Active Canadians, just over one-third (36%) competed in competitions or tournaments in 1998, comparable to the proportion competing in 1992 (33%).

Of the 8.3 million Canadians participating in sport in 1998, approximately 3 million, or 12% of adult Canadians competed in competitions or tournaments, down 2.5 percentage points from the 15% competing in 1992. If we look only at those Canadians who are regularly active in sport, we find that just over one-third (36%) competed in competitions/tournaments in 1998, comparable to the 33% competing in 1992.

8.2 More Men than Women Involved in Competitions/ Tournaments

A gender gap exists in competing in sporting events: Of the 3 million Canadians competing, over two-thirds were men.

A gender gap exists when it comes to competing in sporting events. Of the 3 million Canadians competing, over two-thirds were men. Since a greater proportion of men tend to participate in sport in the first place, one needs to control for the active population by sex to derive comparable data. When looking only at active Canadians, the data indicate that 40% of active males competed in competitions or tournaments compared to 29% of active females – a difference of 11 percentage points between the sexes.

Another noteworthy observation is the increase in the rate of active females competing in competitions and/or tournaments between 1992 and 1998. While 24% of active females took part in competitions or tournaments in 1992, this figure increased to 29% in 1998 – an increase of 5 percentage points, little change was reported in the proportion of active men competing over the same time frame.

8.3 Young Canadians Compete

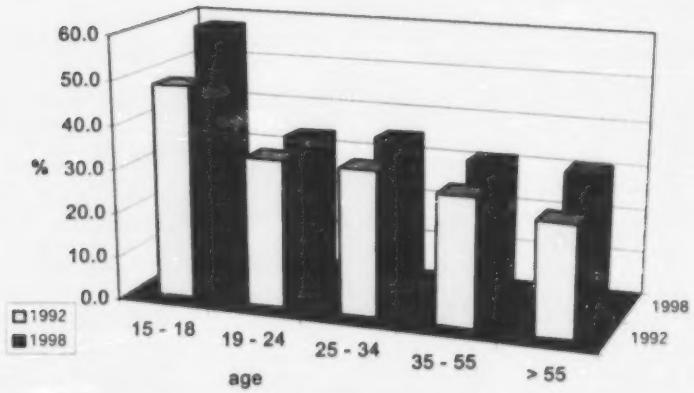
Young active Canadians between the ages of 15-18 competed in greater proportion than any other age group.

Young active Canadians aged 15-18 competed in greater proportion than any other age group. In 1998, 6 out of 10 active young adults between 15 -18 years of age engaged in competitions. The proportion of active Canadians competing in sporting events decreases rather dramatically after the age of 19, averaging at approximately 30%.

Since it tends to be young people who are competing in competitions, levels of education are reflective of their age – that is, the highest proportion of competitors are still in school, either in high school, college or trade school.

The labour force status of competitors also reflects their young age. Being young, the bulk of competitors are students, either with or without employment. English-speaking active Canadians are more likely to compete in competitions or tournaments (43%) than persons of other linguistic profiles.

Chart 12.
Percent Active Population Competing in Competitions / Tournaments by Age
1992 & 1998



	15 - 18	19 - 24	25 - 34	35 - 54	> 55
1998	58.1	33.7	34.9	31.4	30.8
1992	48.7	33.8	33.0	29.4	25.5

Source: Statistics Canada, General Social Survey, 1992 and 1998

8.4 Competitions and Tournaments for Selected Sports

Table 9 shows two sets of participation rates for those Canadians competing in competitions and/or tournaments for selected sports by sex. The first set of rates indicate the proportion of all adult Canadians who competed in a specific sport during the previous 12 months. For example, almost 7% of adult males competed in hockey in 1998. The second set of rates show the proportion of active men and women who participated in tournaments or competitions for selected sports.

Curling was the sport showing the highest rate of competitions/ tournaments among adult Canadians who curl. Almost 7 in 10 adults who curled also competed in tournaments. Softball came second at almost 6 in 10 (58%), followed by hockey (55%), football (55%) and volleyball (54%). The sports showing the lowest rate of competition among its participants was swimming at less than 2 in 10 participants competing (18%), and cross-country skiing (21%).

Table 9.

Participation by Canadians (15 years and older) in Competitions or Tournaments* by Sport and Sex, 1998

	Number Participating in Tournaments			Tournament Participation Rate			Active Tournament Participation Rate		
	Total	Male	Female	Total	Male	Female	Active Total	Active Males	Active Female
	000s	000s	000s	%	%	%	%	%	%
Population 15 years and older	24,260	11,93	12,323						
	2,992	**2,076**	**916**	**12.3**	**17.4**	**7.4**	**38.0**	**40.4**	**28.9**
Hockey (ice)	830	785	44	3.4	6.6	0.4	55.3	54.7	67.7
Golf	822	625	198	3.4	5.2	1.6	45.6	47.2	41.6
Baseball	693	512	182	2.9	4.3	1.5	51.8	53.7	47.2
Volleyball	399	212	187	1.6	1.8	1.5	53.7	53.8	53.4
Soccer	391	293	97	1.6	2.5	0.8	52.8	53.3	51.3
Basketball	350	242	108	1.4	2.0	0.9	44.5	44.0	45.6
Tennis	226	166	60	0.9	1.4	0.5	34.3	38.2	26.8
Football	212	181	31	0.9	1.5	0.3	54.9	52.2	77.5
Swimming	207	124	83	0.9	1.0	0.7	18.4	28.7	12.1
Curling	205	123	82	0.8	1.0	0.7	65.6	68.7	61.7
Skiing, downhill/alpine	196	133	64	0.8	1.1	0.5	29.9	38.9	20.3
Cycling	147	109	39	0.6	0.9	0.3	24.2	30.4	15.6
Badminton	144	83	61	0.6	0.7	0.5	35.7	41.7	29.9
Weightlifting	129	x	x	0.5	x	x	29.6	x	x
Bowling, 10 pin	124	66	57	0.5	0.6	0.5	43.9	50.0	38.0
Softball	122	70	51	0.5	0.6	0.4	57.9	59.3	55.4
Skiing, cross-country/nordic	106	62	44	0.4	0.5	0.4	20.8	29.8	14.5

*Persons may report participating and/or competing in more than one sport.

Estimates are rounded to the nearest thousand.

Totals may not add due to rounding.

Source: Statistics Canada, General Social Survey, 1998

Table 10.

Profile of Canadians (aged 15 and older) who participated in Competitions or Tournaments, 1998

	Total			Male			Female		
			Active			Active			Active
	000s	TP %	TP %	000s	MP %	MP %	000s	FP %	FP %
Total	2,992	12.3	36.0	2,076	17.4	40.4	916	7.4	28.9
Age group									
15-18	652	39.6	58.1	433	50.3	62.9	219	27.9	50.6
19-24	417	17.3	33.7	292	24.2	38.4	125	10.4	26.4
25-34	622	13.5	34.9	445	19.2	39.7	177	7.7	26.8
35-54	922	9.9	31.4	665	14.2	35.9	257	5.5	23.7
55 and over	380	6.1	30.8	242	9.5	33.7	137	4.1	26.6
Level of education									
Some secondary or less	797	12.7	44.4	529	17.1	47.4	268	8.4	39.5
Some college/ trade/high school	787	13.0	38.4	597	21.0	47.3	190	5.9	24.2
Diploma/some University	860	13.9	34.1	551	18.6	36.0	309	9.5	31.1
University degree	540	13.2	28.4	391	17.2	32.3	149	8.2	21.5
Family income									
Less than $20,000	159	6.9	27.4	73	7.8	26.1	87	6.3	28.6
$20,000 to $29,999	141	7.7	29.4	87	10.5	31.8	53	5.4	26.0
$30,000 to $49,999	473	11.1	32.3	325	16.0	38.2	148	6.8	24.0
$50,000 to $79,999	682	15.4	37.2	485	20.1	38.5	196	9.8	34.3
$80,000 or more	629	19.9	39.3	513	25.9	45.1	116	9.8	24.9
Province of residence									
Newfoundland	51	11.5	43.2	37	16.6	47.1	15	6.5	36.7
Prince Edward Island	15	14.5	57.3	x	x	x	x	x	x
Nova Scotia	119	15.7	46.2	86	23.2	53.2	33	8.5	38.3
New Brunswick	83	13.5	42.6	48	15.9	41.7	35	11.1	44.4
Quebec	565	9.4	24.7	371	12.6	27.9	194	6.3	20.2
Ontario	1,12	12.3	38.6	847	18.8	45.5	281	6.0	26.5
Manitoba	102	11.5	38.6	69	15.6	42.1	34	7.4	32.9
Saskatchewan	131	16.7	49.1	94	24.2	53.2	37	9.3	41.1
Alberta	369	16.3	44.3	242	21.4	45.6	127	11.2	42.2
British Columbia	427	13.3	37.2	270	17.1	38.3	157	9.7	35.5
Labour force participation									
Full time	1,63	14.3	36.0	1,268	18.4	39.0	366	8.2	28.3
Part time	143	8.9	26.6	63	17.3	36.3	80	6.4	22.0
Student with/without employment	738	31.2	48.7	491	40.8	53.5	247	21.2	41.3
Not in labour force	411	6.1	26.3	215	8.8	29.4	196	4.6	23.6
Mother tongue									
English only	1,85	16.3	42.7	1,302	23.0	47.1	554	9.7	35.1
French only	378	8.7	23.8	240	11.9	26.4	138	6.0	20.4
Other only	173	7.3	27.9	x	x	x	x	x	x
Multiple languages	582	14.0	33.9	384	18.6	37.3	198	9.4	28.7

Estimates are rounded to the nearest thousand. Totals may not add due to rounding.

TP% = percentage of total pop. MP% = percentage of male pop. FP% = percentage of female pop.

* Only replies with estimates of 35,000 or more are indicated.

Source: Statistics Canada, General Social Survey, 1998

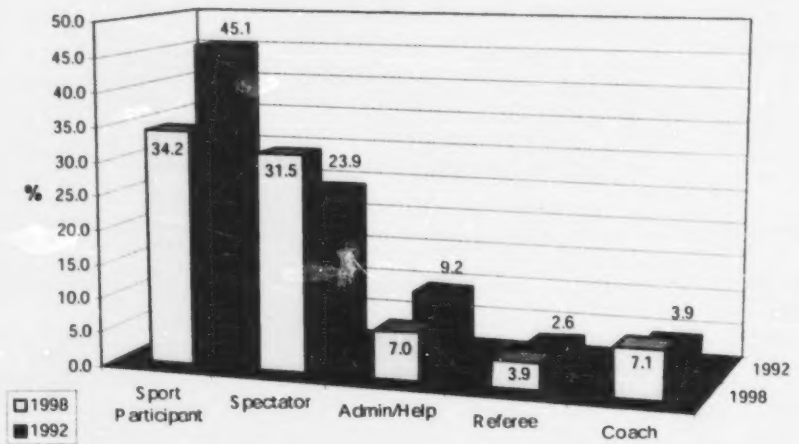
9.0 Involvement in Amateur Sport as a Coach

9.1 More Canadians Coaching, Refereeing and Spectating

Involvement in amateur sport is not limited to active participation in the sport of ones choice. Sport involvement also includes indirect participation as a coach, referee/umpire, administrator/ helper or spectator.

While the observation has been made that fewer adult Canadians are actively engaged in sport, a greater proportion are participating indirectly as coaches, referees and spectators. It seems that a shift may be taking place, a shift away from directly participating in sport towards more indirect involvement in amateur sport. Given that a larger proportion of the population (baby-boomers) is entering the child-rearing phase of their life cycle, it may be said that more adults are getting involved in their children's pursuit of amateur sport. This shift may be a reflection of a number of factors including less leisure time for the pursuit of sport, increasing parental responsibilities and/or economic pressures.

Chart 13.
Involvement in Amateur Sport by Type of Participant
1992 & 1998



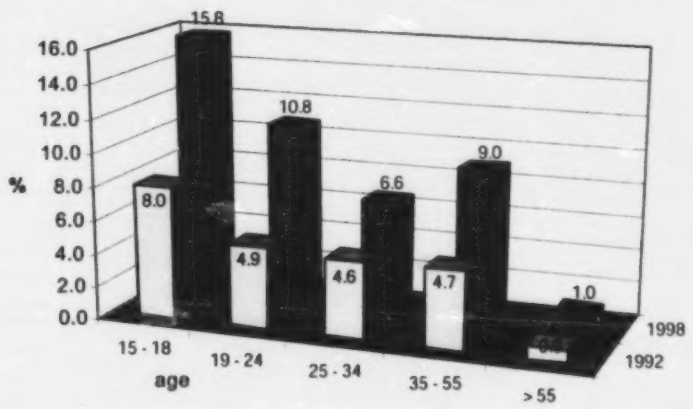
Source: Statistics Canada, General Social Survey, 1992 and 1998

9.2 Coaching Amateur Sport Doubles

The number of Canadians coaching amateur sport doubled between 1992 and 1998.

Canada's sport infrastructure relies to a great extent on the input of thousands of volunteers. Countless men and women of all ages dedicate their time and energy to supporting the organization of amateur sport, to coaching and to its continuation in their communities. The number of Canadians coaching amateur sport doubled from an estimated 840,000 (4%) Canadians in 1992 to 1.7 million (7%) in 1998. This increase took place across all age groups (with the exception of older Canadians aged 55 plus).

Chart 14.
Percent of Canadians (15 + years) who Participated in Amateur Sport as a Coach by Age, 1992 & 1998



Source: Statistics Canada, General Social Survey, 1992 and 1998

9.3 Increase in Women Coaching

There has been an increase in the number of women taking an interest in coaching, more than tripling between 1992 and 1998.

Male coaches tend to outnumber female coaches, yet not to the extent that one might expect : 56% of coaches were men and 44% were women. Increasingly, more women are showing their support for amateur sport by getting involved albeit indirectly as coaches, referees and spectators. The data reveal a real surge in the number of women taking an interest in coaching over this 6-year span. While approximately 200,000 women (2%) reported coaching in 1992, this figure more than tripled to 766,000 (6%) by 1998.

9.4 Young Adults Coaching Amateur Sport

One would expect that parents are the ones most likely to be involved in coaching. Indeed, the data indicate that almost half of all coaches were between 35 and 54 years of age – a point in ones life when you are likely to be coaching your son's or daughter's soccer or baseball team.

Young adults aged 15-18 were involved in coaching amateur sport at a higher rate than any other age group – over twice the national rate.

However, when you control for age, the data show yet another story (see Chart 14). Relatively speaking, young adults aged 15-18 are involved in coaching at over twice the national rate of 7%). The rate of coaching decreases to 11% for 19-24 year olds, 7% of the 25-34 age group, 9% of 35-54 year olds and only 1% of persons aged 55 and older were involved in coaching.

9.5 Coaching Increases with Higher Education and Income

The likelihood of coaching amateur sport increases with increased levels of education and income. This pattern held true in both 1992 and again in 1998. In 1998, the proportion of Canadians involved in coaching ranged from a low of 5% of those with some secondary schooling or less, doubling to 10% of persons holding a university degree.

A similar pattern emerges when looking at coaching and household income. Less than 2% of respondents with family incomes under $20,000 reported coaching in 1998, this proportion more than triples (7%) when family income increases to $30,000 to 49,000 and doubles again (11%) when family income reaches $50,000 or more.

Table 11.

Profile of Canadians (aged 15 years and older) Participating in Amateur Sport as a Coach, 1998

		Total		Male		Female	
	Population	000s	%	000s	%	000s	%
Total	24,260	1,729	7.1	962	8.1	766	6.2
Age group							
15-18	1,644	259	15.8	162	18.9	97	12.4
19-24	2,415	261	10.8	142	11.8	119	9.8
25-34	4,615	306	6.6	176	7.6	130	5.7
35-54	9,353	838	9.0	443	9.5	395	8.5
55 and over	6,233	64	1.0	x	x	x	x
Level of education							
Some secondary or less	6,286	320	5.1	208	6.7	111	3.5
Some college / trade/ high school Diploma	6,057	466	7.7	264	9.3	202	6.3
Diploma/some University	6,201	543	8.8	254	8.6	289	8.9
University degree	4,094	390	9.5	227	9.9	164	9.0
Family income							
Less than $20,000	2,305	43	1.9	x	x	x	x
$20,000 to $29,999	1,828	63	3.4	x	x	x	x
$30,000 to $49,999	4,262	286	6.7	161	8.0	124	5.6
$50,000 to $79,999	4,418	499	11.3	251	10.4	248	12.4
$80,000 or more	3,168	388	12.3	258	13.0	130	11.0
Province of residence							
Newfoundland	447	30	6.7	20	9.0	10	4.4
Prince Edward Island	107	8	7.5	6	11.5	2	3.6
Nova Scotia	781	65	8.6	35	9.3	31	7.9
New Brunswick	613	51	8.3	30	10.0	21	6.7
Quebec	6,006	334	5.6	154	5.2	179	5.9
Ontario	9,184	676	7.4	413	9.2	263	5.6
Manitoba	893	94	10.5	54	12.3	40	8.9
Saskatchewan	787	63	8.0	40	10.3	23	5.8
Alberta	2,261	173	7.6	84	7.5	88	7.8
British Columbia	3,201	235	7.3	125	7.9	110	6.8
Labour force participation							
Full time	11,388	1,029	9.0	624	9.0	405	9.0
Part time	1,615	129	8.0	42	11.6	87	6.9
Student with/without employment	2,368	370	15.6	224	18.7	145	12.5
Not in labour force	6,742	163	2.4	52	2.1	111	2.6
Mother tongue							
English only	11,360	1,061	9.3	587	10.3	475	8.4
French only	4,321	211	4.9	100	5.0	111	4.8
Other only	2,358	89	3.8	x	x	x	x
Multiple languages	4,181	358	8.6	208	10.1	150	7.2

% The participation rate is calculated using the total Canadian population 15 years and older for each designated category.

Estimates are rounded to the nearest thousand. Totals may not add due to rounding.

* Only replies with estimates of 35,000 or more are indicated.

Source: Statistics Canada, General Social Survey, 1998

10.0 Involvement in Amateur Sport as a Referee, Official or Umpire

Adult Canadians involved in amateur sport as a referee, official or umpire increased from 550,000 in 1992 to almost 940,000 in 1998.

The number of adult Canadians involved in amateur sport as referees, officials or umpires increased from an estimated 550,000 in 1992 to almost 940,000 in 1998. Taking population increases into account, this represented nearly 3% of the adult population in 1992 and 4% in 1998.

Male referees, officials and umpires outnumbered females 5 to 1 in 1992. By 1998, the gender gap decreased to a ratio of less than 2 males to 1 female.

The proportion of male referees, officials and umpires outnumbered females 5 to 1 in 1992. By 1998, the gender gap decreases to a ratio of less than 2 male referees to 1 female. Increasingly, more women are showing their support for amateur sport by getting involved as coaches and referees.

As with coaches, most referees, officials or umpires were 15-18 year olds (12%) followed by the 19-24 age group (6%). Less than 3 percent of persons aged 25 and older acted as referees or umpires in 1998.

Participation as a referee/ official or umpire tends to increase with increased levels of education and family income. The data also reveal that the proportion of English-speaking refs/officials and referees speaking multiple languages outnumber those of other linguistic profiles.

Table 12.

Profile of Canadians (aged 15 years and older) who Participate in Amateur Sport as a Referee, Official or Umpire, 1998

		Total		Male		Female	
	population	000s	%	000s	%	000s	%
Total	24,260	937	3.9	537	4.5	399	3.2
Age group							
15-18	1,644	194	11.8	152	17.7	42	5.4
19-24	2,415	142	5.9	80	6.6	62	5.1
25-34	4,615	143	3.1	95	4.1	48	2.1
35-54	9,353	412	4.4	184	3.9	229	4.9
55 and over	6,233	45	0.7	x	x	x	x
Level of education							
Some secondary or less	6,286	187	3.0	136	4.4	51	1.6
Some college/trade/high school	6,057	285	4.7	151	5.3	133	4.2
Diploma/some University	6,201	302	4.9	144	4.9	158	4.9
University degree	4,094	150	3.7	92	4.0	57	3.2
Family income							
Less than $20,000	2,305	37	1.6	x	x	x	x
$20,000 to $29,999	1,828	x	x	x	x	x	x
$30,000 to $49,999	4,262	173	4.1	106	5.2	67	3.0
$50,000 to $79,999	4,418	242	5.5	144	6.0	98	4.9
$80,000 or more	3,168	202	6.4	116	5.8	86	7.3
Province of residence							
Newfoundland	447	27	6.1	17	7.7	10	4.6
Prince Edward Island	107	8	7.2	x	x	x	x
Nova Scotia	761	43	5.7	27	7.4	16	4.1
New Brunswick	613	25	4.1	x	x	x	x
Quebec	6,006	142	2.4	84	2.8	58	1.9
Ontario	9,184	335	3.7	196	4.4	139	3.0
Manitoba	893	46	5.1	27	6.2	19	4.2
Saskatchewan	787	57	7.2	31	8.1	25	6.4
Alberta	2,261	129	5.7	74	6.6	54	4.8
British Columbia	3,201	124	3.9	58	3.7	66	4.1
Labour force participation							
Full time	11,388	524	4.6	316	4.6	208	4.6
Part time	1,615	82	5.1	x	x	x	x
Student with/without employment	2,368	217	9.2	157	13.1	60	5.1
Not in labour force	6,742	102	1.5	43	1.8	59	1.4
Mother tongue							
English only	11,360	612	5.4	344	6.1	267	4.7
French only	4,321	126	2.9	73	3.6	53	2.3
Other only	2,358	x	x	x	x	x	x
Multiple languages	4,161	169	4.1	97	4.7	72	3.4

% The participation rate is calculated by using the total Canadian population 15 years and older for each designated category.

Estimates are rounded to the nearest thousand. Totals may not add due to rounding.

* Only replies with estimates of 35,000 or more are indicated.

Source: Statistics Canada, General Social Survey, 1998

11.0 Involvement in Amateur Sport as Administrator or Helper

In total, 1.7 million adult Canadians (7%) were involved in amateur sport as administrators or helpers in 1998, down from nearly 2 million (9%) in 1992.

Approximately 1.7 million adult Canadians (7% of the population) were involved in amateur sport as administrators or helpers in 1998, down from nearly 2 million (9%) in 1992. Males and females were involved as administrators/helpers in equal proportion in 1998. Not so six years earlier, when nearly twice as many men were sport volunteers or helpers as were women.

Males and females were involved as administrators / helpers in equal proportion in 1998, a change from 1992 when nearly twice as many men were sport administrators as were women.

As with coaches and referees, most Canadians involved in the administration of amateur sport were 15-18 year olds (13%) followed by the 35-54 age group (10%). Persons with higher levels of education and higher household incomes (particularly $50,000 or more) were more likely to volunteer their time as administrators or helpers for amateur sport.

At the provincial level, the highest involvement rates were reported in the Atlantic Provinces (ranging from 11% in New Brunswick to 15% in PEI) and Saskatchewan (13%). The lowest proportion of amateur sport administrator/ helper was reported in Quebec (4%).

As for mother tongue, Anglophones (10%) participated as administrators at a much higher rate than did persons of other linguistic profiles. Rates of participation were lowest for persons speaking a language other than English or French (3%) and for Francophones (5%).

Table 13.

Profile of Canadians (aged 15 years and over) who participate in Amateur Sport as an Administrator or Helper, 1998

		Total		Male		Female	
	population	000s	%	000s	%	000s	%
Total	24,260	1,706	7.0	842	7.1	864	7.0
Age group							
15-18	1,644	214	13.0	118	13.8	96	12.2
19-24	2,415	130	5.4	53	4.4	77	6.4
25-34	4,615	291	6.3	139	6.0	152	6.6
35-54	9,353	929	9.9	434	9.3	495	10.6
55 and over	6,233	141	2.3	97	3.4	44	1.3
Level of education							
Some secondary or less	6,286	311	4.9	177	5.7	134	4.2
Some college/trade/high school	6,057	496	8.2	245	8.6	251	7.8
Diploma/some University	6,201	487	7.9	175	5.9	312	9.6
University degree	4,094	397	9.7	236	10.4	160	8.8
Family income							
LESS THAN $20,000	2,305	55	2.4	x	x	x	x
$20,000 to $29,999	1,828	75	4.1	x	x	x	x
$30,000 to $49,999	4,262	305	7.1	145	7.1	160	7.2
$50,000 to $79,999	4,418	498	11.3	230	9.5	268	13.4
$80,000 or more	3,168	363	11.5	214	10.8	149	12.5
Province of residence							
Newfoundland	447	57	12.7	31	14.1	26	11.3
Prince Edward Island	107	16	14.8	9	17.6	7	12.2
Nova Scotia	761	107	14.1	61	16.5	46	11.8
New Brunswick	613	67	11.0	29	9.7	38	12.3
Quebec	6,006	248	4.1	112	3.8	136	4.4
Ontario	9,184	555	6.0	294	6.5	261	5.6
Manitoba	893	79	8.9	41	9.4	38	8.3
Saskatchewan	787	101	12.9	59	15.1	43	10.7
Alberta	2,261	218	9.7	99	8.7	119	10.6
British Columbia	3,201	257	8.0	106	6.7	150	9.3
Labour force participation							
Full time	11,388	967	8.5	549	8.0	418	9.3
Part time	1,615	168	10.4	x	x	x	x
Student with/without employment	2,368	276	11.6	135	11.2	141	12.1
Not in labour force	6,742	260	3.9	116	4.7	144	3.4
Mother tongue							
English only	11,360	1,142	10.1	557	9.8	586	10.3
French only	4,321	198	4.6	77	3.8	121	5.3
Other only	2,358	75	3.2	x	x	x	x
Multiple languages	4,161	291	7.0	165	8.0	125	6.0

% The participation rate is calculated by using the total Canadian population 15 years and older for each designated category.

Estimates are rounded to the nearest thousand. Totals may not add due to rounding.

* Only replies with estimates of 35,000 or more are indicated.

Source: Statistics Canada, General Social Survey, 1998

12.0 More Canadians Watching Amateur Sporting Events

More Canadians watched amateur sporting events in 1998 than in 1992. The number of men and women watching amateur sport were about equal.

More Canadians watched amateur sporting events in 1998 than in 1992. The number of spectators increased from 5 million or 24% of adult Canadians in 1992 to 7.6 million or 32% in 1998 – an increase of 8 percentage points. The number of men and women watching amateur sport were about equal.

In 1992, there was little variation in the age breakdown of people watching amateur sport. By 1998, spectators tended to be young adults under 25 years of age. Over one-half of 15-18 year olds reported watching amateur sport, followed by 36% of 19-24 year olds. Older Canadians, those aged 55 and over, reported the lowest rate of spectating (20%).

Spectators were more likely to be well educated, having some college or trade education or higher. Canadians with less education (some secondary school or less) were less likely to report watching amateur sport (28%).

As for household income, the data indicate that spectatorship increases as income levels increased. That is, while one-quarter (24%) of respondents with family incomes less than $20,000 watched amateur sport, this proportion gradually increased to nearly one-half (46%) of respondents from households earning $80,000 or more.

Residents of the Atlantic Provinces ranked as the most avid spectators of amateur sport in 1998 (Prince Edward Island 51%, New Brunswick 49%, Nova Scotia 46% and Nfld 42%) followed by the Prairies. Residents of Quebec reported the lowest rate of spectatorship (25%).

The impact of mother tongue on spectatorship is similar to the trends seen so far. Anglophones show the highest rate of spectatorship at 40%, followed by persons indicating a multi-linguistic profile (36%). Francophones reported watching amateur sport at a rate 16 percentage points lower (25%) than that of Anglophones (40%), and persons speaking a language other than English or French showed the lowest rate (21%).

Spectating at amateur sporting events seems to reflect the age of children in the household. Watching amateur sporting events begins when children are very young - under 5 years of age. Almost one-quarter (23%) of Canadians reported watching amateur sport when all children in the household were under 5 years of age. This rate peaks at 46% when children are between 5-12 years of age, and decreases slightly to 40% when children are 13 years of age and older. Once there are no children in the household under 19 years of age, spectating decreases to 28%.

Table 14.

Profile of Canadians (aged 15 years and older) who Participated as a Spectator of Amateur Sport, 1998

		Total		Male		Female	
	Population	000s	%	000s	%	000s	%
Total	24,260	7,651	31.5	4,040	33.8	3,611	29.3
Age group							
15-18	1,644	905	55.1	517	60.1	388	49.5
19-24	2,415	869	36.0	453	37.5	416	34.4
25-34	4,615	1,449	31.4	731	31.5	718	31.3
35-54	9,353	3,200	34.2	1,657	35.4	1,543	33.1
55 and over	6,233	1,229	19.7	682	23.8	547	16.2
Level of education							
Some secondary or less	6,286	1,749	27.8	976	31.5	774	24.3
Some college/trade/high school Diploma	6,057	2,167	35.8	1,142	40.1	1,025	32.0
Diploma/some University	6,201	2,258	36.4	1,057	35.7	1,201	37.0
University degree	4,094	1,436	35.1	845	37.0	591	32.6
Family income							
Less than $20,000	2,305	547	23.7	250	27.0	296	21.5
$20,000 to $29,999	1,828	489	26.7	245	29.4	244	24.5
$30,000 to $49,999	4,262	1,489	34.9	738	36.5	751	33.6
$50,000 to $79,999	4,418	1,804	40.8	1,020	42.3	784	39.1
$80,000 or more	3,168	1,455	45.9	913	46.0	542	45.7
Province of residence							
Newfoundland	447	188	42.0	99	44.8	89	39.2
Prince Edward Island	107	55	51.3	29	55.7	26	47.1
Nova Scotia	761	353	46.3	202	54.6	150	38.5
New Brunswick	613	297	48.5	153	50.9	144	46.3
Quebec	6,006	1,498	24.9	839	28.5	660	21.5
Ontario	9,184	2,760	30.1	1,454	32.3	1,306	27.9
Manitoba	893	313	35.1	163	37.0	150	33.2
Saskatchewan	787	315	40.0	167	43.0	147	36.9
Alberta	2,261	836	37.0	404	35.7	432	38.3
British Columbia	3,201	1,037	32.4	530	33.5	508	31.4
Labour force participation							
Full time	11,388	4,085	35.9	2,534	36.7	1,551	34.6
Part time	1,615	593	36.7	144	39.5	449	35.9
Student with/without employment	2,368	1,113	47.0	589	49.0	525	45.0
Not in labour force	6,742	1,705	25.3	710	29.0	995	23.2
Mother tongue							
English only	11,360	4,591	40.4	2,351	41.4	2,240	39.4
French only	4,321	1,073	24.8	557	27.6	515	22.4
Other only	2,358	493	20.9	291	24.1	203	17.6
Multiple languages	4,161	1,486	35.7	832	40.3	653	31.1

Participation rate was calculated by using the total Canadian population 15 years and older for each designated category.

Estimates are rounded to the nearest thousand.

Totals may not add due to rounding.

Source: Statistics Canada, General Social Survey, 1998

13.0 Benefits of Sport

To quote the Honourable Denis Coderre, Secretary of State (Amateur Sport):

> *"Sport is at the heart of Canadian life. It's an activity that has benefits for each and every Canadian, for our communities and for our country. Sport puts front and centre the qualities we value as Canadians - fairness, team spirit, hard work, dedication and commitment. And our hard-working, dedicated and committed high-performance athletes are unquestionably role models for our children. Sport promotes physical, mental, emotional and spiritual health and well-being. Sport develops character and teaches the rewards of discipline and perseverance. It is also a way for Canadians to get to know each other. "*

People today are aware that sport affords many benefits to our overall health and personal lives. Researchers have long recognized that participation in sport makes a positive contribution to fitness, health and well-being, But sport contributes to more than personal fitness. Researchers believe that sport has wide-reaching benefits including the development of social skills, self-esteem, stress management and leadership skills, to name a few.

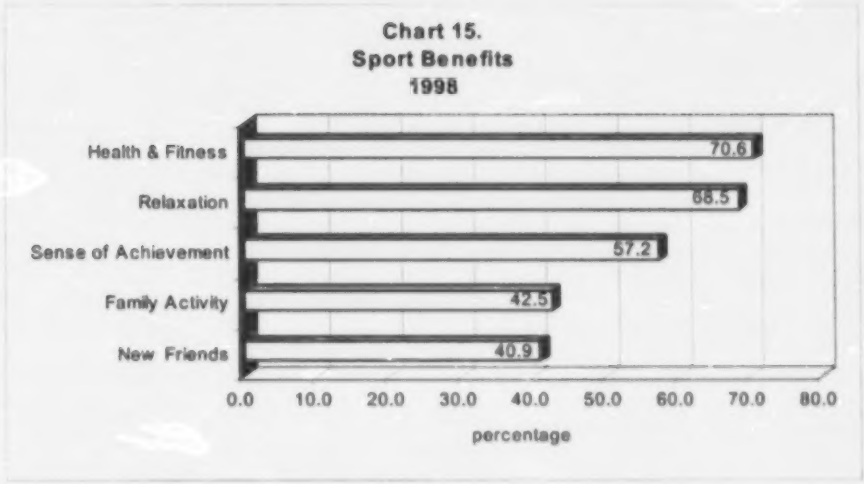
In order to assess the perceived benefits of sport among adult Canadians, a new question was added to the 1998 cycle of the GSS Sport Supplement. Specifically, Canadians were asked to rank the degree to which sport is important in providing them with the following benefits: physical health and fitness, family activities, new friends/ acquaintances and relaxation.

13.1 'Health and Fitness' and 'Relaxation' Ranked as Top Benefits

Active Canadians ranked 'health and fitness' and 'relaxation' as the most important benefits of sport.
A sense of achievement' was rated as a very important benefit by nearly 6 in 10 adult Canadians.

In general, Canadians hold positive attitudes towards the benefits of sport. Active Canadians [15] ranked health and fitness (71%) and relaxation (69%) as the most important benefits of sport. A sense of achievement was rated as a very important benefit by nearly 6 in 10 (57%) adult Canadians. Both family activity (43%) and making new friends/acquaintances (41%) ranked last in relative importance. This pattern holds true for both men and women with one exception. A higher proportion of women (49%) than men (38%) ranked family activity as a very important benefit of sport.

[15] Active Canadians refers to the total number of Canadians, 15 years and older, having reported participating in sport on a regular basis over the past 12 months.



Source: Statistics Canada, General Social Survey, 1998

13.2 Sport Benefits Differ across Age Categories

Notable differences were observed in the relative importance that Canadians assigned to the benefits of sport when we sort the population by age group. Participating in sport seems to take on a different function as we age. Young adults between 15-18 and 19-24 identified 'health and fitness' as the most important benefit of sport, while for Canadians aged 25 and older, 'relaxation' tied with 'health and fitness'.

A 'sense of achievement' seems to be a very important benefit among young Canadians aged 15-18 where it ranks second after 'health and fitness'. For the older generations, a sense of achievement ranked third.

'New friends/acquaintances' and 'family activity' ranked last amongst the various benefits of sport by all ages. Interestingly, the 25-34 and 35-54 age groups ranked 'family activity' ahead of 'new friends' suggesting that sport is used as a form of family entertainment, something to be enjoyed as a family during the child-rearing years.

These overall pattern holds, for the most part, for both men and women with one exception. Women of all ages tend to attribute a higher level of importance to sport as a 'family activity' than did men.

Table 15.

Benefits of Participating in Sport by Age group and Sex, Canada, 1998

Both Sexes

	Active pop*	Very Important		Somewhat Important		Not Important	
	000s	000s	%	000s	%	000s	%
Physical health and fitness							
15-18	1,121	815	72.7	288	25.7	x	x
19-24	1,235	933	75.5	277	22.4	x	x
25-34	1,781	1,193	67.0	518	29.1	70	3.9
35-54	2,937	2,040	69.5	784	26.0	123	4.2
55 +	1,234	884	71.6	299	24.2	51	4.1
total	8,308	5,865	70.6	2,146	25.8	287	3.5
Family Activities							
15-18	1,121	312	27.8	503	44.9	307	27.4
19-24	1,235	317	25.7	463	37.5	456	36.9
25-34	1,781	789	44.3	525	29.5	467	26.2
35-54	2,937	1,568	53.4	875	29.8	485	16.5
55 +	1,234	545	44.2	377	30.6	312	25.3
total	8,308	3,531	42.5	2,743	33.0	2,027	24.4
New Friends & Acquaintances							
15-18	1,121	556	49.6	483	43.1	82	7.3
19-24	1,235	522	42.3	477	38.6	237	19.2
25-34	1,781	643	36.1	833	46.8	305	17.1
35-54	2,937	1,076	36.6	1,247	42.5	605	20.6
55 +	1,234	598	48.5	442	35.8	194	15.7
total	8,308	3,395	40.9	3,482	41.9	1,423	17.1
Relaxation							
15-18	1,121	633	56.5	377	33.6	112	10.0
19-24	1,235	797	64.5	379	30.7	59	4.8
25-34	1,781	1,235	69.3	469	26.3	78	4.4
35-54	2,937	2,131	72.6	676	23.0	120	4.1
55 +	1,234	892	72.3	308	25.0	x	x
total	8,308	5,688	68.5	2,209	26.6	402	4.8
Sense of Achievement							
15-18	1,121	760	67.8	263	23.5	98	8.7
19-24	1,235	764	61.9	371	30.0	100	8.1
25-34	1,781	978	54.9	627	35.2	176	9.9
35-54	2,937	1,585	54.0	1,042	35.5	302	10.3
55 +	1,234	665	53.9	409	33.1	160	13.0
total	8,308	4,752	57.2	2,712	32.6	836	10.1

con't...

Table 15 (con't)

Male

	Active pop*	Very Important		Somewhat Important		Not Important	
		000s	%	000s	%	000s	%
Physical health and fitness							
15-18	688	502	73.0	177	25.7	x	x
19-24	760	616	81.1	126	16.6	x	x
25-34	1,121	786	70.1	284	25.3	51	4.5
35-54	1,852	1,288	69.5	480	25.9	83	4.5
55 +	719	526	73.2	172	23.9	x	x
total	5,140	3,718	72.3	1,239	24.1	181	3.5
Family Activities							
15-18	688	163	23.7	338	49.1	187	27.2
19-24	760	144	18.9	276	36.3	340	44.7
25-34	1,121	432	38.5	331	29.5	357	31.8
35-54	1,852	936	50.5	557	30.1	357	19.3
55 +	719	295	41.0	232	32.3	191	26.6
total	5,140	1,970	38.3	1,734	33.7	1,432	27.9
New Friends & Acquaintances							
15-18	688	353	51.3	273	39.7	62	9.0
19-24	760	364	47.9	275	36.2	121	15.9
25-34	1,121	392	35.0	559	49.9	170	15.2
35-54	1,852	681	36.8	790	42.7	379	20.5
55 +	719	313	43.5	290	40.3	115	16.0
total	5,140	2,103	40.9	2,187	42.5	847	16.5
Relaxation							
15-18	688	397	57.7	232	33.7	59	8.6
19-24	760	471	62.0	249	32.8	40	5.3
25-34	1,121	792	70.7	283	25.2	46	4.1
35-54	1,852	1,370	74.0	389	21.0	92	5.0
55 and over	719	515	71.6	194	27.0	x	x
total	5,140	3,545	69.0	1,347	26.2	247	4.8
Sense of Achievement							
15-18	688	455	66.1	162	23.5	71	10.3
19-24	760	459	60.4	232	30.5	69	9.1
25-34	1,121	630	56.2	381	34.0	110	9.8
35-54	1,852	984	53.1	681	36.8	186	10.0
55 +	719	345	48.0	277	38.5	95	13.2
total	5,140	2,873	55.9	1,733	33.7	531	10.3

con't...

Table 15 (con't)

Female

	Active pop*	Very Important		Somewhat Important		Not Important	
		000s	%	000s	%	000s	%
Physical health and fitness							
15-18	433	314	72.5	111	25.6	x	x
19-24	475	317	66.7	150	31.6	x	x
25-34	660	407	61.7	235	35.6	x	x
35-54	1085	752	69.3	284	26.2	40	3.7
55 +	516	358	69.4	127	24.6	x	x
total	3169	2,148	67.8	907	28.6	106	3.3
Family Activities							
15-18	433	149	34.4	165	38.1	120	27.7
19-24	475	172	36.2	187	39.4	115	24.2
25-34	660	357	54.1	194	29.4	110	16.7
35-54	1,085	631	58.2	317	29.2	128	11.8
55 +	516	250	48.4	145	28.1	121	23.4
total	3,169	1559	49.2	1,008	31.8	594	18.7
New Friends & Acquaintances							
15-18	433	203	46.9	210	48.5	x	x
19-24	475	157	33.1	202	42.5	115	24.2
25-34	660	251	38.0	274	41.5	135	20.5
35-54	1,085	394	36.3	457	42.1	225	20.7
55 +	516	285	55.2	152	29.5	79	15.3
total	3,169	1,290	40.7	1,295	40.9	574	18.1
Relaxation							
15-18	433	235	54.3	145	33.5	53	12.2
19-24	475	326	68.6	130	27.4	x	x
25-34	660	443	67.1	186	28.2	x	x
35-54	1,085	761	70.1	288	26.5	x	x
55 +	516	378	73.3	114	22.1	x	x
Total	3,169	2,143	67.6	863	27.2	156	4.9
Sense of Achievement							
15-18	433	306	70.7	100	23.1	x	x
19-24	475	305	64.2	139	29.3	x	x
25-34	660	348	52.7	246	37.3	66	10.0
35-54	1,085	601	55.4	361	33.3	116	10.7
55 +	516	319	61.8	132	25.6	64	12.4
total	3,169	1,879	59.3	976	30.9	304	9.6

*Denominator is the 'Active Population' aged 15 and older, who participated in sport on a regular basis.

* Only replies with estimates of 35,000 or more are indicated.

Source: Statistics Canada, General Social Survey, 1998

13.3 Sport Participation and Sense of Belonging

Sport participation has been touted as an influencing factor in helping build healthy communities and improving our individual and collective quality of life. Engaging in community activities such as sport requires that people give freely of their time and effort to engage in common pursuits, thus increasing social interactions and strengthening bonds within ones community.

A new attitudinal question was added to the 1998 cycle of the GSS Sport Supplement asking respondents to describe their sense of belonging to their local community. This question is thought to have particular relevance to the concepts of connectivity, social cohesion and Canadian identity – the hypothesis being that participation in common sport activities is fundamental to local community identity and therefore to national identity.

The 1998 data reveal little difference between participants of amateur sport and non-participants in their reported levels of sense of belonging to their communities. In 1998, 63% of Canadians active in sport indicated their sense of belonging to be somewhat to very strong compared to 61% of non-active Canadians.

Despite this lack of evidence, the data is to be considered with caution as differences in the level of involvement in amateur sport (ie. belonging to a sport clubs/leagues, coaching, refereeing, and administering amateur sport) may vary the results. Indeed the data show that a higher proportion of Canadians involved in amateur sport as administrators/helpers (74%active versus 61% non active), referees (72% versus 62%), coaches (71% versus 61%) and those belonging to clubs/leagues (68%versus 61%) reported their sense of belonging as somewhat to very strong compared to Canadians not active in these capacities.

Table 16.

Perceived Sense of Belonging to the Community [1] by Sport Participation, Canada, 1998

	Total Canadians (15 years and older)		Sport Participants		Non-Participants	
	000s	%	000s	%	000s	%
TOTAL	24,260	100.0	8,309	100.0	14,034	100.0
Very strong	4,451	18.3	1,587	19.1	2,864	20.4
Somewhat strong	9,423	38.8	3,669	44.2	5,754	41.0
Somewhat weak	5,656	23.3	2,145	25.8	3,511	25.0
Very weak	2,115	8.7	719	8.7	1,396	9.9
No opinion / Not stated	2,615	10.8	188	2.3	509	3.6

(1) Survey asked: "How would you describe your sense of belonging to your local community?"

Source: Statistics Canada, General Social Survey, 1998

13.4 Sport Participation and Health Status

The health-related benefits of sport are well researched and documented. Mounting evidence establishes not only a link between physical activity and resistance to certain diseases, but also to better health, improved physical functioning and increased longevity.

There is growing concern among healthcare professionals, researchers and public policy experts that as our society ages and 'baby boomers' approach their retirement years, current levels of physical inactivity will likely hamper the quality of life for the majority of Canadians. Their inability to maintain independence will place increased demands on an already over-burdened health care system.

Being active in sport is related to positive perceptions of health. Canadians active in sport indicated a health rating of very good to excellent greater than non-active Canadians.

The latest GSS data indicate that being active in sport is related to positive perceptions of health. In 1998, 70% of Canadians active in sport indicated a health rating of very good to excellent compared to 54% of non-active Canadians. Thus, quite a substantial gap (16 percentage points) exists between active and non-active Canadians in terms of their perceived health status. This trend may, in part, be related to age differences. Older Canadians, who are less likely to rate their health as very good or excellent, are also less likely to be active in sport.

Table 17.

Perceived Health Status [1] by Participation in Sport, Canada, 1998

	Total Canadians (15 years and older)		Sport Participants		Non Participants	
	000s	%	000s	%	000s	%
TOTAL	24,260	100.0	8,309	100.0	15,034	100.0
Excellent	5,462	22.5	2,476	29.8	3,986	21.3
Very Good	7,834	32.3	3,315	39.9	4,519	32.2
Good	5,971	24.6	1,844	22.2	4,127	29.4
Fair	2,152	8.9	494	5.9	1,659	11.8
Poor	682	2.8	101	1.2	581	4.1
Not Stated	2,159	8.9	80	1.0	162	1.2

(1) Survey asked: "Compared to other people of your age, how would you describe your state of health?"
Source: Statistics Canada, General Social Survey, 1998

13.5 Sport Participation and Life Satisfaction

Given the many studies linking participation in sport with improved physical fitness and health, increased self esteem and well-being, through to fostering social interactions and building ties within ones community, it is hypothesized that sport participation may also be linked to increased life satisfaction.

In an effort to test this theory, a question on perceived level of life satisfaction was cross-tabulated against sport participants and non-participants. Cycle 12 of the General Social Survey asked Canadians the question: "How do you feel about your life as a whole right now?" and ranked their responses using a 4-point scale from very satisfied through to very dissatisfied.

The 1998 data show a small, yet notable increase in life satisfaction among persons active in sport. In fact, 94% of Canadians active in sport reported that they were somewhat to very satisfied with their lives compared with 89% of inactive Canadians – a difference of 5 percentage points. Once again, these data should be viewed with caution as this modest difference in level of life satisfaction may in fact be influenced by other factors such as age, health, current financial situation, family stability, etc.

Table 18.

Perceived Level of Life Satisfaction [1] by Participation in Sport, Canada, 1998

	Total Canadians (15 years and older)		Sport Participants		Non Participants	
	000s	%	000s	%	000s	%
TOTAL	24,260	100.0	8,309	100.0	14,034	100.0
Very satisfied	8,122	33.5	3,302	39.7	4,741	33.8
Somewhat satisfied	12,448	51.3	4,493	54.1	7,757	55.3
Somewhat dissatisfied	1,568	6.5	426	5.1	1,133	8.1
Very dissatisfied	327	1.3	50	0.6	276	2.0
No opinion/ not stated	1,794	7.4	38	0.5	126	0.9

(1) Survey asked: "How do you feel about your life as a whole right now?"

Source: Statistics Canada, General Social Survey, 1998

14.0 Increase in Non-Participation

It seems that both time and money are in very short supply these days. The time crunch being experienced by most of us is likely having an affect on levels of sport participation. The amount of free time available has not increased while other demands for our time are on the rise. As well, the influence of new technology – particularly computers, the Internet and the hundreds of television channels to choose from is changing the way people interact with one another. As we spend more time in front of our computer and tv screens, we have less time to spend engaging in sport or other community activities.

14.1 Reasons for Non-participation [16]

What's holding Canadians back?

Why are more Canadians not participating in sport? The major reasons given for not participating in sport have not changed since the first time this question was asked in 1992. Essentially, we still lack the time, the interest and are limited due to reasons of health/injury or age. On the positive side, the unavailability of sport facilities and programs ranked last among the reasons given for non-participation. Chart 16 is a graphic representation of the reasons Canadians gave for not participating in sport.

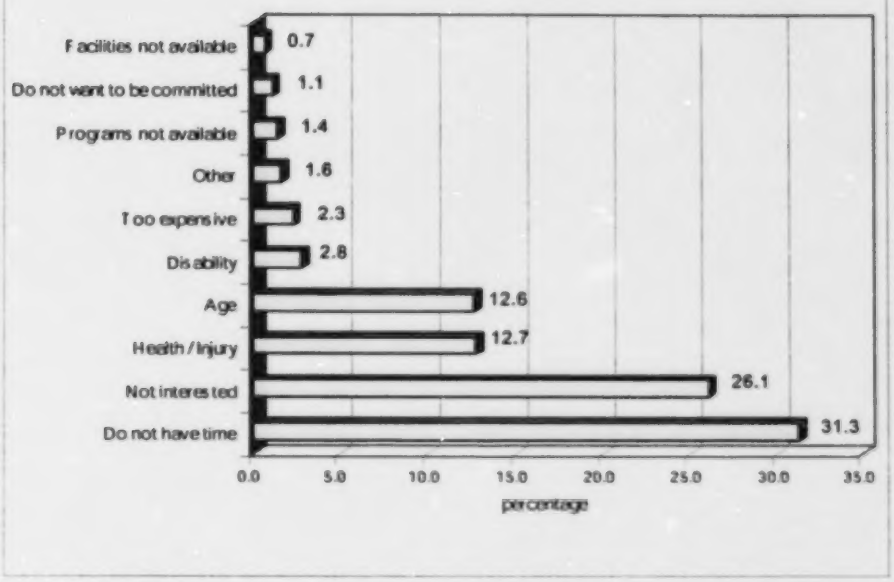
Given our overextended, busy schedules it is not surprising that 'lack of time' was the most frequently reported factor in keeping Canadians from being more active in sport in 1998. Almost one-third of inactive Canadians reported having no time for sport. 'Lack of interest' ranked as the second reason indicated by over one-quarter (26%) of non-participants and reasons of 'health/injury' (13%) and 'age' (13%) tied for third.

Men Lack Time, Women Lack Time and Interest

As for gender differences, a greater proportion of males reported lack of time for sport (35% males versus 29% females), while females lacked interest in sport (28% females versus 23% males).

[16] Note that respondents may provide more than one reason for non-participation.

Chart 16.
Reasons for Non-Participation in Sport
1998



Source: Statistics Canada, General Social Survey, 1998

Interestingly, reasons for non-participation varied by age. 'Lack of time' was the reason reported by one-third of all non-active Canadians. Yet, for nearly 50% of non-active Canadians aged 20-24, and 25–34, and for 38% of 35-54 year olds, lack of time was their primary reason for not participating in sport. Understandably, these age groups have little leisure time left over as they are involved in the busiest time of their life cycle, juggling responsibilities of school, career and child rearing.

'Lack of interest' in sport was cited in greatest proportion by inactive youth between 15-19 years of age (40%), followed by 35-54 year olds (28%). Older Canadians indicated reasons of 'health/injury' and 'age' in greater proportion than their younger counterparts. While less than 7% of inactive young Canadians cited 'health/injury' reasons, the proportion jumps to 10% of 35-54 year olds, and to 24% of older Canadians aged 55 and over. Similarly, 'age' was the reason cited most often by older Canadians 55 years of age and up (38%).

Table 19.

Reasons* for Non-Participation in Sport, by Age, Canada, 1998

		Total		Male		Female	
		000s	%	000s	%	000s	%
Population not participating in Sport		14,034	57.8	5,878	49.2	8,156	66.2
All ages							
Do not have time		4,396	31.3	2,049	34.8	2,347	28.8
Not interested		3,667	26.1	1,368	23.3	2,300	28.2
Health/injury		1,781	12.7	682	11.6	1,099	13.5
Age		1,775	12.6	701	11.9	1,074	13.2
Disability		388	2.8	206	3.5	182	2.2
Too expensive		320	2.3	161	2.7	158	1.9
Other		227	1.6	86	1.5	141	1.7
Programs not available		190	1.4	68	1.1	122	1.5
Do not want to be committed		153	1.1	65	1.1	88	1.1
Facilities not available		92	0.7	42	0.7	50	0.6
15-19	Not interested	246	40.3	106	50.0	140	35.2
	Do not have time	157	25.7	60	28.1	97	24.4
20-24	Do not have time	446	47.9	167	48.2	279	47.7
	Not interested	237	25.4	74	21.5	162	27.7
	Health/injury	65	7.0	x	x	x	x
25-34	Do not have time	1,231	49.0	549	53.0	682	46.2
	Not interested	623	24.8	214	20.7	409	27.7
	Health/injury	131	5.2	x	x	x	x
	Too expensive	103	4.1	48	4.6	55	3.7
35-54	Do not have time	2,155	37.7	1,066	42.7	1,089	33.8
	Not interested	1,627	28.4	591	23.7	1,036	32.1
	Health/injury	543	9.5	203	8.1	341	10.6
	Disability	139	2.4	70	2.8	70	2.2
	Too expensive	137	2.4	64	2.5	73	2.3
	Age	134	2.3	68	2.7	66	2.0
	Other	128	2.2	53	2.1	75	2.3
	Do not want to be	75	1.3	x	x	x	x
	Programs not available	66	1.2	x	x	x	x
55+	Age	1,633	38.3	632	35.4	1,001	40.4
	Health/injury	1,007	23.6	414	23.1	594	24.0
	Not interested	935	21.9	382	21.4	553	22.3
	Do not have time	407	9.5	207	11.6	200	8.1
	Disability	223	5.2	124	7.0	99	4.0
	Programs not available	68	1.6	x	x	x	x
	Too expensive	52	1.2	x	x	x	x

Denominator for percentages is the number of non-participants within each category.

* Only reasons with estimates of 35,000 or more are indicated.

Source: Statistics Canada, General Social Survey, 1998

15.0 Possible Factors Influencing Sport Participation

Reasons for the decrease in participation include:
- an aging population;
- economic pressures;
- limited leisure time; and
- a wide range of other leisure activities vying for our attention.

Various social and economic factors offer useful contextual information to help explain the decrease in sport participation by Canadians from 1992 to 1998. Explanations may lie on a number of fronts including an aging population, economic pressures, increasing cost of sport equipment, registration and membership fees, limited leisure time and the wide range of leisure activities vying for our attention.

15.1 Aging Population

Canada's population is aging. The baby boom is making a significant impact on the age distribution and structure of the general population. Current population projections point to the fact that the number of seniors living in Canada will increase notably over the next 20 years. This demographic change will likely have important consequences for the sport sector. As our society ages, with 'baby boomers' entering their fifties and sixties, the current levels of sport participation will likely see further decreases.

The rate of sport participation will undoubtedly change as demographic factors reshape the composition of its participants. Indeed, upcoming demographic changes will create both opportunities and challenges for sport enterprises.

15.2 Women living longer

The latest life expectancy figures for Canadian women show that in 1996 women lived 5.7 years longer than Canadian men (81.4 and 75.7 years respectively). Female life expectancy has consistently been higher than that of males throughout all provinces (with the exception of the territories). While a series of projections prepared by Statistics Canada provide three scenarios on total population distributions by age and gender, there is no question that the number of seniors, particularly women, living in Canada will increase notably over the next 20 years. These changes to the age composition of Canadians will result in an older, female-dominated senior population which may prove to further dampen sport participation rates.

15.3 Free Time at a premium

According to the General Social Survey, *Overview of the Time Use of Canadians in 1998*, free time[17] is at a premium. Personal time has become one of the most valuable commodities people have today. In fact, the amount of free time enjoyed by Canadians has not increased 1986. Canadians reported an average of 5.7 hours of free time per day in 1986 and 5.8 hours per day in 1998. Since most sport activities take place during our leisure time, its absence is significant to participation levels.

15.4 Economics

Sport and recreational expenditures, as a proportion of total spending, have steadily declined over the past decade. According to the Survey of Household Spending (formerly FAMEX), Canadians decreased their spending on sport and recreation by 9 percent between 1986 and 1996. On average, spending on sporting goods and services in 1996 represented approximately 2 percent of our household budgets.

Personal disposable income has been growing only moderately, as income taxes continue to take a large share of our household income[18]. People have fewer disposable dollars to spend and, the dollars we do have tend to be allocated carefully. Furthermore, there is enormous competition for our shrinking discretionary dollar.

15.5 Competing leisure activities

Today's consumer has the ability to choose from a myriad of leisure activities including films, television, various hobbies and sport. There is increasing competition among a wide array of services and activities for both our time and our dollar. The demand for sport is becoming increasingly fragmented as more recreational options are available to us. At the same time, we are making our choices more carefully among these options as the amount of leisure time we enjoy is limited.

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[17] Free time or leisure time comprises the residual of the 24-hour day, time that is not allocated to either paid work, unpaid work, or personal care.

[18] Survey of Household Spending, 1997.

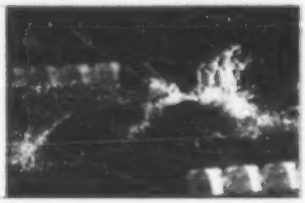
Information technology in the home is the newest domain poised to have a major impact on Canadians. Advancements in technology have rapidly moved computers into our homes in the form of video games, home computers and Internet access. In 1997, 36% of Canadian households had a computer, more than triple the proportion in 1986 (10.3), and more than one out of every 3 home computers is being used to access the Internet.[19] Our leisure time is spent differently today than ever before, with fewer people participating in sports and hobbies. People, especially young people, are spending more of their leisure time surfing the net.

15.6 Conclusion

Given the pace of technological advancements, the aging of our population, limited free time, variable economic conditions and changing consumer preferences, it is difficult to predict future patterns of sport participation. Each of these factors play their part in influencing how we spend our discretionary time, effort and dollars. As we move into the next century, further shifts in sport participation will inevitably occur as large numbers of baby boomers move closer to retirement.

On the other hand, one may foresee an increased demand for sporting goods and services fostered by such factors as increased education levels and higher incomes, coupled with a larger proportion of two-income families (two incomes does not necessarily mean more disposable income). These socio-economic factors may in fact translate into increases in sport participation. The challenge ahead lies in being able to understand and anticipate some of these changes, and then to target those sport activities and services which the new emerging conditions will demand.

[19] Household facilities and equipment, Cat. 64-202-XPB



16.0 Methodology

16.1 The General Social Survey

Statistics Canada, through a sport supplement to the General Social Survey (GSS), surveyed approximately 10,000 Canadians (aged 15 years and older) about the extent and nature of their participation in sport during the previous 12 months. This survey was conducted in 1992 and again in 1998. These two sport supplements are the primary source of data for this study, specifically Cycles 7 and 12 entitled Time Use of the GSS.

The sport questions were developed by the Culture Statistics Program, Statistics Canada based on the information needs of federal and provincial/territorial partners having an interest in sport information. The questions were sponsored by a consortium of federal and provincial data users with the objective of obtaining a more comprehensive look at the extent of sport participation in Canada.

Involvement in sport was determined by asking the question:
"Did you regularly participate in any sports during the past 12 months?"
'Regularly' meant that the respondent participated in a sport at least once a week during the season or during a certain period of time. For example, although bowling is not a seasonal sport, it should be included if they bowled on a regular basis during a period of the year.

The types of sport within scope of this survey were determined using a list of sports provided by Sport Canada (see Appendix). "Sport" was defined by Sport Canada as an activity having the following characteristics:

- involves two or more participants who engage for the purpose of competitively evaluating their personal performance,
- involves formal rules and procedures,
- requires tactics and strategies,
- requires specialized neuromuscular skills which can be taught and learned,
- requires a significant involvement of large muscular groups,

- involves a high degree of difficulty, risk or effort in reproduction of movement or forms,
- its competitive mode implies the development of trained coaching personnel,
- its primary activity involves physical interaction of the participant with the environment,
- does not include activities in which the performance of a motorized vehicle is the primary determinant of the competitive outcome. Where mechanized vehicles or conveyances are used, the activity must entail significant physical effort in propelling the vehicle or conveyance.

Based on these general guidelines defining sport, several physical and leisure activities were excluded such as aerobics / dancercize / aquafit, bicycling for recreation or transportation, jogging and walking, etc.

Participation during the past 12 months was the reference period for both survey cycles (1992 and 1998). It is recognized that a reference period of one year may incur the problem of recall. As well, the risk of over-statement may be at play as respondents may be reluctant to admit, particularly in these health-conscious days, that they had not been physically active during the past year. It is not possible from this questionnaire to measure the presence or extent of either the under or over-reporting of sport participation.

The GSS, originating in 1985, conducts telephone surveys across the 10 provinces. The GSS is recognized for its continual collection of data that allows for trend analysis. The history of GSS data collection topics is outlined below.

GSS Cycle Topics	Date of GSS Survey (cycle #)		
	1st series	2nd series	3rd series
Health	1985 (1)	1991 (6)	
Time Use	1986 (2)	1992 (7)	1998 (12)
Victimization	1988 (3)	1993 (8)	1999 (13)
Education, Work & Retirement	1989 (4)	1994 (9)	
Family & Friends		1990 (5)	1995 (10)
Social Support	1985 (1)	1990 (5)	1996 (11)
Access & Use of Information Communication Technology	2000 (14)		

Each survey contains a core topic as well as a standard set of socio-demographic questions. The target population for the GSS is all persons 15 years of age and over residing in Canada. Residents of the territories and full-time residents of institutions are excluded from the sample. Computer Assisted Telephone Interviewing (CATI) is used to collect data for the GSS. Households without telephones were excluded. Persons living in households without telephones represent less than 2% of the target population. Survey estimates have been adjusted (i.e., weighted) to account for this population. Collecting data via telephone is attractive because of lower collection costs, as well as considerable flexibility with respect to sample design. Nevertheless, telephone interviewing does have some drawbacks: non-coverage of households, while low, is concentrated in population groups with low educational attainment or low income; response rates tend to be lower than for face-to-face interviews, and there are limitations on the amount and type of data which can be collected over the telephone.

Until 1998, the sample size was approximately 10,000 persons. This was increased to 25,000 in 1999. With this increase in sample size, more detailed results will be collected at both the national and provincial levels.

The sample design will not allow for estimates of Aboriginal peoples.

GSS Response and Non-response Rates (%)

Cycle	Topic	Survey year	Sample Size	Response Rate
1	Health	1985	11,200	83.4
2	Time Use	1986	16,390	78.9
3	Personal Risk	1988	9,870	82.4
4	Education & Work	1989	9,338	80.7
5	Family & Friends	1990	13,495	75.8
6	Health	1991	11,924	80.2
7	Time Use	1992	9,815	76.8
8	Personal Risk	1993	10,385	81.6
9	Education, Work & Retirement	1994	11,876	81.2
10	Family	1995	10,749	81.4
11	Social Support	1996	12,756	85.3
12	Time Use	1998	10,749	77.6
13	Victimization	1999	25,000 (e)	not available
14	Access to & Use of Information Communication Technology	2000	25,000 (e)	not available

Data for Cycle 12 of the GSS were collected from February 1998 through to January 1999. The sample was evenly distributed over the 12 months to represent any seasonal variation in the data.

Weighting

When a probability sample is used, as was the case for the GSS, the principle behind estimation is that each person selected in the sample 'represents' (in addition to himself/herself) several other persons not in the sample. For example, in a simple random sample of 2% of the population, each person in the sample represents 50 persons in the population.

When analyzing GSS Cycle 12 data, it is therefore necessary to use either the weighting factor WGHTFIN on the Main File or WGHTEPI on the Time Use Episode File.

Users are cautioned against releasing unweighted tables or performing any analysis based on unweighted survey results. Sampling rates as well as non-response rates vary significantly from province to province and by various demographic characteristics. For example, it is known that non-respondents are more likely to be males and more likely to be younger. In the responding sample, 3.3% were males between the ages of 15 and 19, while in the overall population, approximately 4.3% were males between 15 and 19. Therefore, it is clear that unweighted sample counts cannot be considered to be representative of the survey target population.

The survey weights must be used when producing estimates or performing analyses in order to account as much as possible for the geographic over- and under-representation and for the under- or over- representation of age-sex groups, months of the year, or days of the week in the unweighted file.

Over a large number of observations, randomly occurring errors will have little effect on estimates derived from the survey. However, errors occurring systematically will contribute to biases in the survey estimates. Errors not related to sampling may occur at almost every phase of a survey operation. Interviewers may misunderstand instructions, respondents may make errors in answering questions, the answers may be incorrectly entered on the questionnaire and errors may be introduced in the processing and tabulation of the data. These are all examples of non-sampling errors.

Considerable time and effort was made to reduce non-sampling errors in the survey. Quality assurance measures were implemented at each step of the data collection and processing cycle to monitor the quality of the data. These measures included the use of highly skilled interviewers, extensive training of interviewers with respect to the survey procedures and questionnaire, observation of interviewers to detect problems of questionnaire design or misunderstanding of instructions, procedures to ensure that data capture errors were minimized, and coding and edit quality checks to verify the processing logic.

A major source of non-sampling errors in surveys is the effect of non-response on the survey results. The extent of non-response varies from partial non-response (failure to answer just one or a few questions) to total non-response. Total non-response occurred because the interviewer was either unable to contact the respondent, no member of the household was able to provide the information, or the respondent refused to participate in the survey. Total non-response was handled by adjusting the weight of households who responded to the survey.

Coefficient of Variation (C.V.)

Since it is an unavoidable fact that estimates from a sample survey are subject to sampling error, sound statistical practice calls for researchers to provide users with some indication of the magnitude of this sampling error.

Because of the large variety of estimates that can be produced from a survey, the standard deviation is usually expressed relative to the estimate to which it pertains. The resulting measure, known as the coefficient of variation (c.v.) of an estimate is obtained by dividing the standard error of the estimate by the estimate itself and is expressed as a percentage of the estimate. **Before releasing and/or publishing any estimates from the microdata file, users should consider whether or not to release the estimate based on the following guidelines.**

Coefficient of Variation		Policy Statement
0.0 to 16.5%	Moderate sampling variability	Releasable
16.6% to 33.3%	High sampling variability	Releasable with cautionary note
33.4% or over	Very High sampling variability	**Not releasable**

Note: The sampling variability policy should be applied to rounded estimates.

In order that estimates produced from the General Social Survey microdata files correspond to those produced by Statistics Canada, users are urged to round the estimates to the nearest thousand using the normal rounding technique. It may be misleading to release unrounded estimates, as they imply greater precision than actually exists. In instances where, due to technical or other limitations, a different rounding technique is used resulting in estimates different from Statistics Canada estimates, users are encouraged to note the reason for such differences in the released document.

T-test

A t-test was applied to the sport participation rates to determine whether or not the difference in rates is statistically significant.

A couple of assumptions are made: that the distribution is normal,
A two-tailed test will be used at a confidence level of 95%.
The critical value = 1.96

Hypothesis: If there is little or no change between the 1992 and 1998 participation rates, that is if the difference is between 1.96 and –1.96, then it can be concluded that the change is not statistically significant. But, should the t-test result in a figure greater than + or - 1.96, the change in the participation rates between 1992 and 1998 are statistically significant.

The t-test result = -13.2, well beyond the critical value of + or – 1.96, thus the difference in participation rates between 1992 and 1998 is statistically significant at a confidence level of 95%.

Appendix 1. GSS Sports Code List, 1998

The following list outlines the sports which were included and excluded for this survey. Sports that are in bold are new additions to the previous sport supplement, Cycle 7, 1992.

Amputee Sports
Archery
Arctic Sports (traditional Aboriginal sport)
Badminton
Ball Hockey
Baseball
Basketball
Biathlon
Blind Sports
Bobsleigh
Bowling, 5 pin
Bowling, 10 pin
Boxing
Broomball
Canoeing/Kayaking
Cricket
Curling
Cycling
Deaf Sports
Diving
Dog Sledding
Equestrian
Fencing
Field Hockey
Figure Skating
Football – tackle, flag, touch
Golf
Gymnastics
Handball –4 wall
Hockey (Ice)
In-line Hockey
In-line Skating
Judo
Karate
Kayaking
Lacrosse
Luge
Modern Pentathlon
Netball
Orienteering
Powerlifting
Racquetball
Rhythmic Gymnastics
Ringette
Rowing
Rugby
Sailing/Yatching
Shooting
Ski Jumping
Skiing, Downhill/Alpine
Skiing, Cross Country/ Nordic
Skiing, Freestyle
Skiing, Nordic Combined
Snowboarding
Snowshoeing
Soccer
Softball
Speed Skating
Squash
Swimming
Swimming, synchronized
Table tennis
Tae Kwon Do
Team Handball
Tennis
Track and Field – Athletics
Triathlon
Volleyball
Water Skiing
Waterpolo
Weightlifting
Wheelchair Sports
Wrestling
Other

Sports to be Excluded (Code 00)

Aerobics / Dancersize / Jazzercize

Aquafit

Bicycling for recreation / transportation

Body building

Car racing

Fishing

Hiking

Jogging

Lawn bowling

Motorcycling

Skate boarding

Snowmobiling

Walking

Appendix II. General Social Survey, Sport Supplement, 1998

Survey questions that are bolded were new additions to the previous GSS Sport Supplement, Cycle 7, 1992.

J1. Did you regularly participate in any sport during the past 12 months?

Yes No Refused

Regularly means at least once a week during the season or for a certain period of the year.

Exclude: Aerobics, Dancercise, jazzercize, aquafit, bicycling for recreation or transportation, body building, car racing, fishing, hiking, jogging, lawn bowling, motorcycling, skate boarding, snowmobiling, walking.

J2s#. Which sports did you participate in? (up to 5 sports selected from list)

J2a#. How often? (in season)

2-3/month 1-2/week 3+/ week

J3. Did you participate in any competitions or tournaments in the past 12 months?

Yes No Refused

Include competitions between schools or between teams within a school or at work.

J4s#. For which sport(s)? (up to 5 sports selected from list)

J4a#. Was it at the local, regional, provincial or national level?

local regional provincial national other

Competitions between school or between teams within a school or at work should be coded as other.

J5a. To what degree is sport important in providing you with the following benefits?

Physical health and fitness

very important somewhat important not important

J5b. Family activity

very important somewhat important not important

J5c. New friends and acquaintances

very important somewhat important not important

J5d. Relaxation

very important somewhat important not important

J5e. Sense of achievement

very important somewhat important not important

J6. Are there any particular reason why you did not regularly participate in any sports? (Mark all that apply)

No particular reason
Not interested
Programs not available in the community
Do not have the time
Do not want to be committed to regular schedule
Facilities not available
Too expensive
Health/ injury
Age
Disability
other
Refused

J7. Did other members of your household regularly participate in any sports during the past 12 months?

Yes No Refused

J8. Who? *(up to 4 members)*

J8@# For which sports ? *(up to 4 sports per member)*

J8@# How often? *(for each sport)*

2-3/month 1-2/week 3+/week

J9. Do you or other members of your household belong to a sport club, local community league or other local/ regional amateur sport organization?

Yes No Refused

J10. Who ? *(up to 4 members)*

J11. During the past 12 months, have you or other members of your household been involved in amateur sport as a....

Coach?..

Yes No Refused

J11a. Who? (up to 4 members)

J12. Referee / Official / Umpire?
Yes No Refused

J12a. Who? (up to 4 members)

J13. Administrator or helper?
Yes No Refused

J13a. Who? (up to 4 members)

J14. Spectator at amateur sport competitions ?
Yes No Refused

J14a. Who? (up to 4 members)

J15. Do you belong to a sport club, local community league or other local/ regional amateur sport organization?
Yes No Refused

J16a. During the past 12 months, have you been involved in amateur sport as a .... Coach?
Yes No Refused

J16b. Referee / official / umpire?
Yes No Refused

J16c. Administrator or helper?
Yes No Refused

J16d. Spectator at amateur sport competitions?
Yes No Refused

Survey questions appearing in 1992 but dropped in the 1998 :

G2A Was this organized through a club, a community recreation program, a league or a provincial sport organization?

G11. When you were/are at school, did/do you ever participate in organized sport, other than in physical education classes?

G12. Were you ever involved in competitions between schools?

F13. During the past 12 months, did you attend any professional sporting events?